

Yamini Naidu

Consummate business storyteller

Yamini Naidu is a global thought leader in storytelling and leadership whose passion is helping business people reach their full potential through mastering the art of storytelling, presenting, personal branding and thought leadership.

Through storytelling, Yamini helps clients to engage, excite and inspire their own people to act and change.

Yamini is director of yamininaidu.com.au and was previously a Director at One Thousand & One, a company she co-founded in 2005 and Australia's first storytelling company.

Yamini Naidu is a seasoned speaker and a much sought-after presenter, combining authenticity and humour with rich insights. Her presentations are both practical and inspiring.

Amongst Yamini's many successes are:

- Helping the NAB's Lending Services Division increase their employee engagement score by 14%.
 - Helping Ericsson increase Strategy Awareness by 11 points and Leadership Communication Capability by 18 points in Ericsson (the target was 3 points)
 - Working with the CIO of AXA to stop employee engagement scores continuing on a downward spiral then actually increasing it by 9%
 - Working with the top 100 leaders of nabCapital across Australia, New Zealand, the US and the UK in the practical use of storytelling, resulting in a significant positive change in the way they communicated and engaged with people
- Working with an entrepreneur to help him raise \$38 million from venture capitalists.

More about Yamini Naidu:

Yamini has held senior leadership roles and has extensive corporate experience working in a range of industry sectors with senior industry leaders, key stakeholders and company boards.

Yamini has also taught leadership and management at RMIT University. She is an economist by training, and a post graduate (and scholarship winner) from the London School of Economics.

Yamini is the co-author of *Hooked: How leaders connect, engage & inspire using storytelling and*



is a voluntary guide at the National Gallery of Victoria.

She is committed to social enterprise and supports through pro bono work the High Resolves Global Citizenship and Leadership Programs which offer a three-year transformational experience for high school students in Years 8 to 10. She supports and is working with Pollinate Energy, a not for profit focused on energy access for poor people living in urban India.

Yamini Naidu talks about:

Yamini's presentations are completely tailored to your specific audience and business issues and she works with clients in a variety of ways including:

A 90-minute keynote presentation to an unlimited audience - In her interactive, inspiring key notes Yamini blends humour and rich practical insights to talk about storytelling with a purpose and for business results. So whether you want to connect with clients and markets, dramatically increase people leadership skills as well as build a followership, storytelling is a skill that will help you.

A half-day Masterclass, to approximately 30 people - The masterclass provides insights into business storytelling, what it is, why storytelling matters, applications in business and skilling in storytelling.

A full-day Workshop to approximately 8 people - The workshop provides the same content as the Masterclass but also more depth in the skill and detailed practice and feedback opportunities.

Highly creative, eloquent, engaging and talented, Yamini Naidu is a master in organisational storytelling who will delight your audiences in interactive, memorable ways. With an understanding of the issues corporations face and the ability to work effectively with a broad range of stakeholders, her session is guaranteed to be one of the highlights of your next event.

Client testimonials

“ Yamini delivered the most engaging and eloquent presentation on 'Business Storytelling' at our One Day, New Ways conference. Yamini is the consummate professional. She tells a story like no other. You will find yourself inspired to step out of your old patterns and share your authentic story. If you or your business need help with 'Business Storytelling', then talk to Yamini. If you are looking for an amazing Keynote speaker who role models all that they espouse, then engage Yamini.

- One Degree HR

“ I would urge any organisation that is looking to improve its internal (and external) communication, upskill line managers and learn how to tell a much more compelling story



about their vision, strategy or business performance, to give Yamini a call!

- Origin Energy

“ Yamini delivered a fantastic presentation at a conference in Alice Springs which thoroughly engaged the audience and left them wanting more. Her ability to thoroughly involve the audience throughout her session was evident and her message was innovative and powerful. Yamini was also extremely personable and accommodating to work with. I would wholeheartedly recommend her services to anyone who needs a speaker who really makes a difference.

- Presentations Plus

“ I have been fortunate enough to have both attended Yamini's Organisational Storytelling presentation, and to have engaged her as a keynote speaker for an event I was organising. Professional, personable, flexible and insightful; I highly recommend Yamini.

- Customer Solutions Manager

“ I was delighted with the work Yamini did with our organisation. By participating in the workshops, our Team Leaders learnt what a powerful tool storytelling can be in engaging with your people and ensuring that the right messages really hit home.

- Plum Financial Services

“ I have known Yamini for the last six years or so ... Since then, I have introduced her to some of my clients to support them in organisational storytelling. The results she achieved in a short period of time were impressive. I am particularly impressed by the rigour she applies to her craft as they lead the rest of the pack in storytelling in this country. She also brings a high level of integrity and values, which I consider to be critical.

- The Leadership Sphere

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