



Thinking Heads



The World's Leading Minds
Shaping your Future

Antonio Núñez

Storyteller. Expert in communication, branding and leadership. Author.

Member of the National Storytelling Network, Antonio Núñez works as General Director of Planning and Brand Management at **Young & Rubicam**, a marketing and communications company specializing in advertising, digital and social media, sales promotion, direct marketing and brand identity consulting.

Previously, he worked at **Story & Strategy**, advising political candidates and parties; human resources managers; celebrities; media and brands like **Evax**, **Endesa** and **Vodafone**. He has also been Managing Director of Strategy at **SCPF-WPP** and guest of honor of **Saatchi & Saatchi's** World Committee of Strategy. As a teacher on Storytelling and lecturer he has taught hundreds of courses and conferences, and collaborates with various media. He graduated in Business Administration and MBA from **ESADE**.

"Time is the social currency today. And people will pay you in time only if you have a good story to tell. With just simple facts, people will only pretend to pay attention to you or maybe not even that"

Among his works are: *Storytelling en una semana* (*Storytelling In a Week*) and *La Estrategia del pingüino* (*The Penguin's Strategy*). The first one is dedicated specially for those who need to communicate more effectively while the second focuses on the best ways to communicate person to person by word of mouth.

His point is that companies and leaders with better motivated teams; more admired brands and more recognized corporate reputations feed on a great story. The cases of Steve Jobs and Apple; Google; Harley Davidson; Obama or Al Gore are some of the examples he uses. And that's where Antonio Núñez decides to work in depth: in how to uncover, organize and communicate a great winning story.

Specific topics

- The clues to *storytelling*. Stories as communication tools
- Leadership, motivation and *storytelling*
- *Storytelling* and CSR
- Branding *storytelling*

Books



Storytelling in a week
Management Editorial
Planeta, 2011



The Penguin Strategy
Conecta Activa, 2011



www.thinkingheads.com

Madrid Alfonso XII 24 5º / 28014 - Tel 91 310 77 40 | Fax 91 522 53 05
Barcelona Carrer de Llauder 4 1º / 08003 - Tel 93 184 53 63 | Fax 901 955 245

www.thinkingheads.com

Thinking Heads





The Penguin's Strategy

The decline in mass communications media and the success of person to person communication technologies have caused an explosion of information that grows and grows dizzying and fragmented public opinion. To communicate today is to spread. Irrational spirals, rumors and impulsive predictions eventually take its toll on the confidence of customers, partners, experts, opinion leaders and media. The Penguin's Strategy reveals the keys to person to person communications. This conference by Antonio Núñez, just like his book under the same title, will allow you to influence on how others perceive the messages you want to transmit and, most importantly, how they channel them to their trusted people network.

"Communication rules have changed. There is no longer an active sender and a passive receiver; a closed message and some hyper design and controlled channels, or a planned spreading process of the message."



You'd better tell it!

Why do some business ideas sound like a road to ruin and others reverberate like cash? Why are some people able to convinced faster and better than others? How do some political speeches seduce us? Why do some advertising campaigns stay in our memories forever and some others are forgotten on the spot? How do some shows make us vibrate? The answer lies in the way that the message is told. The stories are able to transform raw data into truly personal emotions and feelings. Through the narrative, and not the argument, we will appeal to our audience and make everybody spend their time with us. Using dozens of amusing examples from cinema, politics, Internet and the gossip press, Antonio Núñez reveals the secrets of storytelling, and the art of creating stories.

