

Rebecca Merryfull

Keynote Speaker & Coach

I am a highly-rated keynote speaker, with over 20 years experience in marketing strategy and coaching. Blending operational strategy with leadership coaching, I specialise in building high-converting customer journeys, dynamic workflows, and distinct organisational storytelling. My speaker sessions turn complex digital strategies into clear, actionable frameworks.

SIGNATURE TOPICS

- ✓ Leading Creative Teams in the AI Era
- ✓ Customer Journeys that Drive Lifetime Value
- ✓ Comms Under Pressure
- ✓ Turning Stories into Strategy

KEYNOTES THAT FEEL LIKE MASTERCLASSES, NOT LECTURES

- Speaking without notes to keep the energy focused on the room.
- Translating complex operational concepts into practical business tools.
- Ensuring delegates leave with actionable Monday-morning steps.



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TURNING STORIES INTO STRATEGY

ORGANISATIONAL STORYTELLING

Reframe your organisations storytelling from a soft creative exercise into a rigorous strategic asset

Build a unique voice in an AI saturated market

Use cultural identity and customer lived experience to build a distinct narrative

Engage internal teams in sharing the same organisational vision

AUDIENCE OUTCOMES

- Understand how to extract authentic organizational storytelling from internal culture and customer lived experience
- Know what makes your brand unique and how to use this to create marketing strategy and positioning
- Transform abstract corporate messaging into a distinct, defensible market voice that drives customer loyalty

SESSION DETAILS

Duration: 45 - 60 mins
Format: Keynote or Masterclass

Best for:

- Brand strategy summits
- Annual company kickoffs
- Company retreats
- Commercial conferences

AUDIENCE TAKEAWAY

Strategic Narrative Blueprint to find powerful organisational stories and translate them into meaningful marketing content.

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