

# NickCook.Works

VISION | STORY | PURPOSE

“Nick gets straight to the powerful, **purposeful narratives** our clients are looking for.”

SARA COOPER, Creative Co-Founder, Plastic Pictures



## CORPORATE STORYTELLING | SPEAKING

Nick Cook blends his 30-year experience as a technology writer, business consultant and bestselling author to tell corporate stories in a way that gets business, products, change and ideas delivered.

Operating at NickCook.Works with a gifted team of management consultants, professional writers, communicators and fellow bestselling authors, Nick brings the intuitive art of storytelling to the process-driven world of business - helping clients deliver strategy, large scale change and powerful messaging.

**TV APPEARANCES INCLUDE:** Two 2-hour documentary films written and presented by Nick for C4/History Channel and C5/Discovery Channel – *Secret Evidence/An Alien History of Planet Earth* and *Billion Dollar Secret*.

**BOOKS INCLUDE:** *The Hunt For Zero Point* and the Sunday Times bestsellers *Sabre Squadron* and *All Necessary Measures* (with Cameron Spence) *Barefoot Soldier* (with Johnson Beharry VC); and his new thriller *The Grid* (published by Transworld/Penguin November 2019)

“Nick is a **natural-born storyteller**, with a gift for cutting to the heart of the issue – whatever it might be - in an often complex and challenging world.”

TRACY EDWARDS MBE, round-the-world sailor, social activist and motivational speaker

“Lucidly written, **deeply researched** and extremely well-structured.”

WILLIAM BOYD, bestselling author of *A Good Man in Africa*, *An Ice-Cream War* and *Restless* (of *Monopoli Blues*, co-written by Nick Cook and Tim Clark, published by Unbound, 2018)

“(Nick Cook’s) *The Grid* goes to the very frontier of science and the modern surveillance state ... a **relentless thriller** ... as modern as tomorrow – and perfect for our times.”

TERRY HAYES, international bestselling author of *I Am Pilgrim*



**WATCH** ▶ Don't confuse storytelling for corporate content



**WATCH** ▶ Interconnected solutions critical to breaking down stove-pipe thinking

NickCook.Works is able to support organizational change efforts in multiple ways. From providing provocative keynote addresses to consulting support in designing and executing a full corporate transformation. At the core of the change process is the power of storytelling in creating the purpose and energy necessary for significant change.

As an accomplished keynote speaker, Nick imparts his wealth of experience passionately on issues such as global challenges, sustainability, defence and security, the future of technology, the power of story – and (tapping the theme of his new, fact-based thriller *The Grid*) the human mind itself.

### Keynote topics include:

- » The power of story in leading change
- » Global challenges – climate change, sustainability and transnational security
- » Consciousness, the mind and human potential
- » The future of technology

## NickCook.Works – A Team with a Wealth of Experience to Deliver



**NICK COOK** is a bestselling author and corporate storyteller, award-winning former journalist, business consultant and analyst with extensive experience of the defence, space and environmental sectors.



**JOHN MCCARTHY CBE** is a bestselling author, motivational speaker and broadcaster. On his first foreign assignment, to Lebanon in 1986, he was abducted by Islamic fundamentalists and held hostage for over five years. He was awarded the CBE in 1992 and is a patron of the charity Freedom From Torture.



**TRACY EDWARDS MBE** is a motivational speaker, bestselling author and sailor who shot to fame when she skippered the first all-female crew in the 1989/90 Whitbread Round the World Race in the yacht Maiden coming second overall in their class.



**SIMON MICHELL** worked alongside Nick at Jane's Information Group as a defence business analyst and managing editor. After leaving Jane's, Simon continued to pursue a career in journalism at Newsdesk and the Royal United Services Institute (RUSI).



**SUSIE LUNT** is a journalist and editor who has covered topics ranging from international humanitarian nutrition science to business and industry in Greater China/Asia Pacific. Over the years, her blue-chip clients have ranged from PwC to BA and UNIDO.



**STEVEN RAYNER** is an author and consultant. His consulting work has focused on strategic change, corporate transformation, corporate culture and high performance work systems. He has worked with clients across a variety of industries including aerospace, chemical, high-tech, industrial, pharmaceutical, wood products and defence.

“The whole team agrees **how great the experience working with Nick is**. Across our high-profile, high-pressure projects, it is such a comfort to work with someone who **intuitively gets what we're trying to achieve**”

**SARA COOPER**, Creative Co-Founder, *Plastic Pictures*

### PAST & PRESENT CLIENTS/EMPLOYERS INCLUDE:

BA, BCG, Ernst & Young, Mercedes Trucks, Mubadala Development Corporation, Oliver Wyman, PwC, Saab Group, Singapore Technologies, Sustainable Development Technology Canada, UNIDO, Unilever

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