

Broadcast to Boardroom

Communicate with Power

Lead and Shape Winning Teams

Build and Drive a High-Performance Culture

Training and Development with John Dykes and Abhishek Raj



Meet Your Trainers



John Dykes

A globally recognized sportscaster, powerhouse speaker and corporate coach with decades of anecdotes and experience in storytelling, leadership and performance at the elite level. His unique ability to connect with audiences - whether on screen or in person - makes our training highly relatable and effective for employees across industries



Abhishek Raj

A brilliant strategist with a decade of experience in management consulting at Bain & Company, freelance writing and presenting for The Athletic UK and leading the Founder's Office at Dream Sports. A gifted public speaker and visionary thinker, Abhishek is an alumnus of IIM Ahmedabad and IIT Bombay

We will help you: **Communicate Effectively**

Our comprehensive training enables you to pitch an idea, inspire a team, win over a key client/influencer or hold a large audience's attention.

Communicate Effectively

Master all forms of business communication with proven foundational skills and techniques

Speech and Presentation

Command attention and deliver with maximum impact in any speaking situation

Leadership Communication

Inspire and influence teams through powerful leadership messaging

Pitching and Sales

Win over clients and stakeholders with persuasive communication strategies

Branding and Storytelling

Craft compelling narratives that resonate and drive engagement



Develop Relatability

- An engaging speaking style
- Camaraderie and banter
- The ability to draw lessons and inspiration from the sport and business experiences we share
- A simple synthesis of all of the above

These ensure high relatability, simplicity and impact!

Lead with Vision and Shape Winning Teams

1

Vision-Led Leadership

Build intense followership through EQ and vision

2

Team Building Excellence

Shape culture and optimize team dynamics

3

Individual Development

Maximize each member's unique strengths

Our comprehensive approach covers **EQ Training, Vision Boarding, Team Building and Culture, and Managing Diverse Team Dynamics**. Learn to lead effectively in challenging environments while building your own high-performing teams.

Accelerate Performance

Building excellence through continuous improvement and resilience

1

Setting Standards

Establish clear benchmarks and expectations for high performance

2

Repeatable Success

Create sustainable systems to maintain excellence without complacency

3

Recovering from Setbacks

Build resilience and develop strategies to overcome performance slumps

4

Teaching High Performance

Share and scale success by mentoring others in performance excellence



How we will do this

'Team Talks'

Half-day or full-day intensive sessions on specific topics

'Pep Talks'

1-1 coaching for executives, with personalised guidance on enhancing performance

'Strategic Timeouts'

Standalone customized training on specific topics (e.g., pitching or sales force training, training to address specific team goals)

'Manager Mode'

Multi-week holistic development programs across a range of communication and leadership topics

'Lessons from Legends'

Inspirational talks from sporting superstars!

Why work with us?

Visibility → **John** is a globally recognized name in sports broadcasting - he brought elite sports including Premier League football to millions of Indian fans. **Abhishek's** writing for The Athletic and Tifo Football is followed by millions of football fans globally. They are uniquely positioned to resonate with your employees!



Expertise

1

Strategy Consulting

Abhishek's rich strategy consulting experience and years of successful leadership in the Indian corporate ecosystem

2

Broadcasting Excellence

John's oratory, storytelling and leadership skills

3

Elite Performance

John's innate understanding of what drives elite performance

This combination is a proven winner!



EXPERTISE

=



INSIGHTS



=



SUCCESS



Results!

Proven success with:

- Multi-national banks
- Fintech firms
- Insurance companies
- Media giants

Let's Collaborate!



Email Us

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Learn more about John

www.johndykes.co



Meet Us

Book a consultation with **Broadcast to Boardroom**

We're ready to help you achieve excellence in communication and leadership.