



MARK DENTON

NAVIGATE THE STORM

HOW TO GET ORDINARY PEOPLE TO ACHIEVE THE EXTRAORDINARY
WHEN THE **ONLY WAY OUT IS THROUGH**

“a game changing speaker everyone will remember forever”

- Pierre Olivier Landry, CHRO, Ceva Logistics

Visit: www.markdenton.co.uk | Contact: hello@markdenton.co.uk

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INTRODUCTION

'Navigate the storm' is the ultimate case study that explores how to get ordinary people to achieve the extraordinary when facing constant adversity and change. And as that's one of the biggest challenges facing organisations in the turbulent world of today, it's proven highly valuable and received rave reviews from those that have experienced it.

So how do you ride the waves instead of being submerged beneath them? That's exactly the question that this incredible virtual or face-to-face conference and meeting intervention answers, and in the most engaging of ways!

"This has such relevance for business in the 21st century it's uncanny!"

- Scott Heck, COO, Energy XXI





MARK DENTON

TELL ME MORE!

Navigate the storm is Mark Denton's riveting account of leading a diverse amateur team to success in 'the worlds' toughest yacht race', the 'BT Global Challenge'. This prestigious event sees 12 teams race against each other for 32000 miles the 'wrong way' around the world, against the spin of the earth. Each team has never met each other before, and 70% don't know how to sail!

'Navigate the storm' charts Mark and his teams journey through this incredible event, from being selected as skipper to the team's last footsteps up the dock 18 months later. it's a refreshingly honest and heartfelt account of the trials and the tribulations, failures and successes, mistakes and lessons learnt when striving for success in the harshest of environments. Expertly told by a master speaker, it's a roller coaster of a story that has audiences literally hanging on the edge of their seats!

"Everyone needs to see this!"

- **Samantha Holland**, Head of learning and organisation development, Leicester City Football Club



MARK DENTON

WHAT'S THE FORMAT?

Chronologically structured to mirror the race's key stages, each section is a mix of the presenter's rich insight blended with stunning video footage and images that bring the learning alive. The key lessons are highlighted throughout before being summarised at the end in an easy to remember acronym, leading into the always vibrant Q&A session.

Topics have either a Leadership, Teamwork or Resilience focus depending on the needs of the event and the required outcomes. All content is tailored to the event's key themes. Presentations are available in 20-30 minute Ted-X style interventions or full keynotes from 30 – 75 minute durations. Or for the ultimate immersive intervention, why not try the half or one day 'masterclass', with tailored interactive breakout sessions throughout, deepening the experience and the learning.

“An incredible story full of key insight”

- Richard Olver, Chairman, BAE Systems

MARK DENTON

WHY SO EFFECTIVE?

- On point - so relevant in today's turbulent environment
- Exciting real-life media-rich case study
- Easily relatable - ordinary people doing an extraordinary thing
- Proven universal appeal for any audience in any sector
- Highly memorable experience
- Latest virtual and face-to-face presentation technology
- Highly insightful and proven learning that can be applied the very next day
- Cost and time-efficient formats

“The feedback after your session was incredibly positive - people took an awful lot from it. One person in particular told me it was the best speech they'd ever heard and they've been in the industry for 30 years!”

- Jane McKenna, Manager, Sanofi Aventis



MARK DENTON

JUST SOME OF THE CLIENTS
MARK SPEAKS FOR WHO
DEMAND THE BEST.

“Just to say you completely surpassed my expectations and they were already sky high! The session was hugely thought provoking and a really interesting way to get people really thinking about what matters in leadership right now. A huge, huge thank you”

- Alison Maskell, UK Talent Development, Zurich Insurance



MARK DENTON

REVIEWS:

100% of reviewers recommend
Mark Denton

98.5% 5 Star ratings
★★★★★

 REVIEWS.io



“thank you so much for the series of presentations you did for the Mitchells and Butler Conference - outstanding feedback back to back across 5 days and 2500 people! No mean feat! Best they’ve ever had was the feedback from the top!”

“Just wanted to drop you a line to say how much I enjoyed your session this week. It ticked all the boxes of being a truly inspirational story with powerful key messages, highly visual and impactful and just the right pace. You created an environment that was highly conducive to learning. I will always remember your story and the lessons I took from it”

“I thought it was a very interesting topic on what was clearly a very challenging task both physically and mentally whilst also being fantastic adventure. It was very well presented and definitely had a big impact on me”

MARK DENTON

FACE TO FACE OR VIRTUAL?

Mark can do both - and equally well! With the shift to remote working, communicating and learning accelerated by the global Covid-19 pandemic, Mark was quick to realise that he needed to practice what he preaches and innovate and adapt.

He now has a fully equipped 4K virtual studio and software, that allows him to replicate the face-to-face experience by creating a 'virtual stage' where he is at one with his content rather than being a talking head in one window and his shared slides in another.

It also allows him to stand as he would normally, allowing for greater lung capacity, projection and use of body language, bringing more energy to his speeches. And for the audience, it's an optimised and far more engaging experience ensuring the highest levels of attention.



Our Vision

To realise everyone's dream

Our Goal

Podium position

Our Values

Safe

Happy

Fast



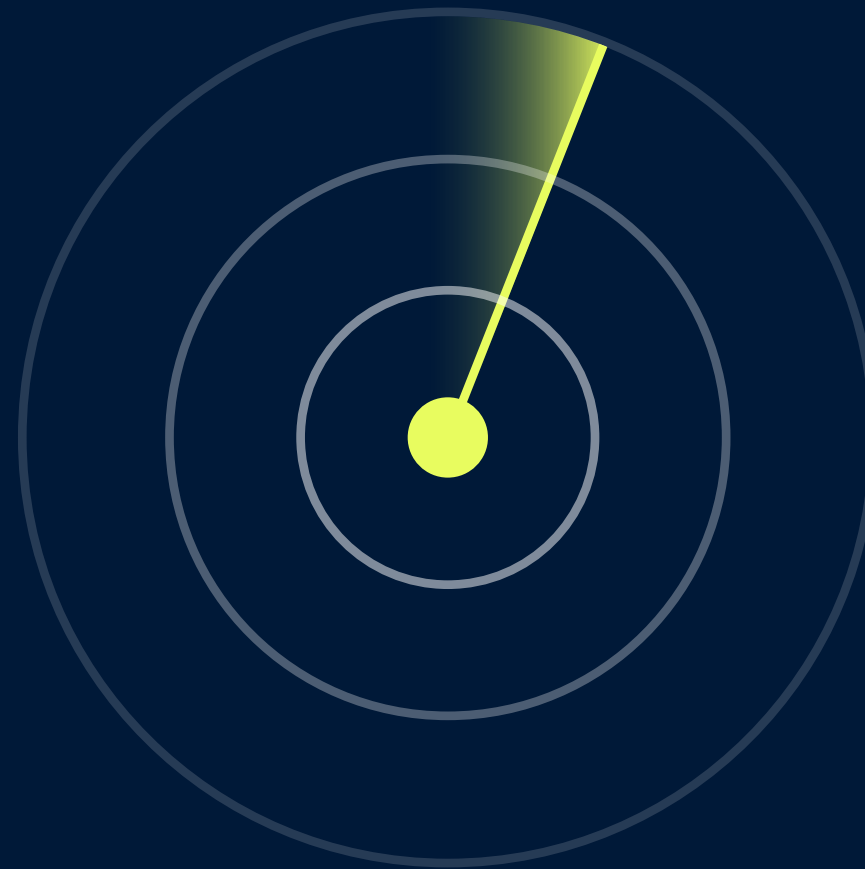
MARK DENTON

KEYNOTE TOPICS

Mark talks on the combination of three main topic areas when sharing 'Navigate the storm', which were the Teams' chosen values: Safe, Happy and Fast. These key 'overarching behaviours' and 'principles for decision making', proved their worth and stood the test of time throughout the race.

Safe, Happy Fast. Easy to say individually, hard to achieve collectively, primarily as they can seem at odds with one another. But striving to achieve all three all of the time, was the secret to the team's success and became their Mantra.

And whenever any one of them was missing, performance suffered, further validating their unique combined power. So 'Start with Safety', 'Hoist Happiness' and 'Focus on Fast' is Mark's rallying cry that's been applauded and adopted by audiences worldwide.



**SAFE.
HAPPY.
FAST.**

MARK DENTON

SAFE

Feeling safe is an innate human pre-requisite which has literally allowed us to evolve as a species. And our whole bodies are designed to seek this on three fronts; physically, emotionally and psychologically. And only when we feel safe within these can we thrive.

If any one is threatened, then our focus is on protecting ourselves rather than taking the calculated risks necessary to advance ourselves and our cause.

So creating a culture where people feel safe to perform is crucial, especially if the environment we are in is a challenging one.



PHYSICAL SAFETY
EMOTIONAL SAFETY
PSYCHOLOGICAL SAFETY

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HAPPY

Next up is the importance of doing all we can to help people be happy. Because happy people and teams are more productive, have more staying power, are more compassionate, and easier to work with and within.

There are some key things we need in order to be happy at work. Feeling included and valued for instance. Being motivated by our work, its purpose and its rewards. Having the opportunity to be stretched, give our all, realise our dreams and be the best that we can be.

So creating a culture where these factors are ever present is also crucial.



HAPPY

INCLUSION
MOTIVATION
SELF ACTUALISATION

MARK DENTON

FAST

And lastly the undeniable factor of the need to be Fast.

Fast in terms of a clear focus on the destination to ensure the straightest course. Fast in terms of efficiency of the operation, in order to optimise the result. Fast in terms of agility, to rapidly innovate and change, when challenges demand the need.

Why is it the last word? Because slow boats never win, not on the ocean and never in business, a fact that has been further magnified by the highly competitive, constantly changing, volatile world of today where speed and agility is everything.



FAST

FOCUS
EFFICIENCY
AGILITY

MARK DENTON

SHORT, MEDIUM OR LONG?

Mark can do all three. From 20 minute impactful 'Ted-X' style sessions right up to a full and detailed 90 minute circumnavigation. And everything in-between.

Such is the nature of the background story, Mark selects the most relevant content for you depending on your events key aims and required duration, and then rehearses this to ensure optimum use of the time and an on time finish.



SHORT

TED-X STYLE SESSIONS

20mins



MEDIUM

KEYNOTE SESSIONS

40-60mins



LONG

IN-DEPTH SESSIONS

90mins

MARK DENTON

ONE WAY OR INTERACTIVE?

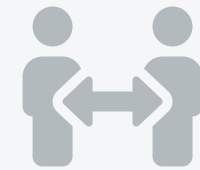
Again, this all depends on your specific requirements and the available time, but Mark being an experienced facilitator is very comfortable interacting with the audience, whether it's just a few well placed questions right up to breakouts throughout or following his presentation.

These are often to get the audience to reflect on and apply what's been said to their own situation.



KEYNOTE TALK
STYLE SESSION

ONE WAY



Q&A/DISCUSSION
PRESENTATION

INTERACTIVE

A man in a white shirt is presenting on a stage. He is gesturing towards a screen on the right. In the foreground, the silhouettes of an audience are visible, seated and facing the stage. The room is dimly lit with blue ambient lighting and several large, ornate chandeliers hanging from the ceiling.

MARK DENTON

KEYNOTE OR MASTERCLASS?

‘Masterclasses’ are the ultimate way to immerse your audience in the learning from this incredible case study. They are 1/2, 3/4 or 1 day interactive seminars, that explore the topics covered in far greater depth by challenging the audience in groups with some of the dilemmas Mark and his team faced as they traversed the world. There are 9 to pick from and cover the following topics:

- Building the foundations for a high performing team
- Dealing with team underperformance
- Decision making under pressure
- The importance of self awareness and showing humility
- Crisis management and bouncing back after setbacks
- Setting bold goals and innovating to achieve them
- Inspiring your team to take on the impossible
- Courageous conversations
- Staying focussed on the goal to deliver the result

Each dilemma, a mini case study in it’s own right, has specific briefing materials and also a model answer that can be used to just explore the topic after or scored by judges to pit team against team in a fun (and competitive!) virtual race around the world! So not only are they learning about Leadership and Teamwork but they are also experiencing the challenges (and glory) of both for themselves, in this groundbreaking interactive format.

Masterclass Testimonial

“I’ve never experienced anything quite like this in over 25 years of leadership development. It’s utterly unique, hugely engaging, and our clients just can’t praise it enough. So much so that we’ve done over 15 to date. And Mark never misses a beat”

- Ruari Chisholm, Managing Director, High Performance Development

MARK DENTON 

WHY HIRE MARK?



MARK DENTON

A MASTER SPEAKER:

Mark loves what he does and it shows. He's a naturally gifted speaker who knows how to take people on a roller coaster of a journey, using pace, volume, facial expression and body language to add emphasis to his delivery.

He's also got a real eye for comic timing with some very funny anecdotes up his sleeve. Mark also knows his material inside out which allows him to also be spontaneous if opportunities come up in the moment.



MARK DENTON

A PROVEN TRACK RECORD:

The statistics speak for themselves. You just don't get to achieve these without having an incredible story, faultless delivery and being utterly reliable.



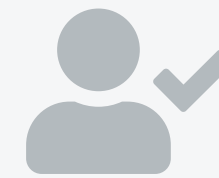
BIGGEST
AUDIENCE:

7000



COUNTRIES
SPOKEN IN:

31



LEADERS
IMPACTED:

30,000+



VERIFIED REVIEW
SCORE:

4.98/5



MOST SPEECHES
IN A ROW:

5



% OF SPEECHES
ARE REFERRALS:

80%



WEIRDEST TIME TO
DELIVER A SPEECH:

2AM



TIMES I'VE LET
ANYONE DOWN:

0

MARK DENTON

AN AWARD WINNING STORY:

Navigate the storm is one of the most impactful case studies of ordinary people achieving an extraordinary thing there is. But it's so much more than a story. It is packed full of practical and valuable lessons that delegates can take away and use the very next day, so that they can lead themselves and others to achieve great things in the most demanding of circumstances.

Which is why when Mark won a Gold award at the prestigious International Visual Communication Association (IVCA) Awards the Judges had this to say:



“An exceptional example of leadership that truly educates and inspires whilst capturing the energy of a great human adventure”

Judges Citation, International Visual Communications Association

MARK DENTON

REALLY EASY TO WORK WITH

From start to finish it's easy and pleasurable to work with Mark. Because he knows what's at stake. You! So it's his absolute mission to do all he can to ease the pressure by:

- Being quick and easy to contact and super responsive with any requests
- Being available at times that work for you
- Helping you with how to get the most out of the engagement including optimising, scheduling, marketing etc.
- Organising all travel
- Arriving early and fully equipped, sound and visual checking, being immaculately presented and behaved
- Being self sufficient, being accommodating of anything you need

“Working with Mark is a breeze - he always makes us look so good!”

- Janet M Liebowitz, JML Events, USA




MARK DENTON

HOW TO BOOK MARK

Book your 30 minute no obligation consultation with Mark using the Calendly link below. Speak with Mark direct with a call +44 (0) 7771 736696 or email; hello@markdenton.co.uk

MARK DENTON
NAVIGATE THE STORM

 Mark Denton

30 Minute no-obligation consultation

🕒 30 min

A friendly 30 minute call for us to explore your needs and see if I am a good fit. We can discuss your event in more detail so that I can prepare a tailored proposal for you.

Select a Date & Time

March 2021

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

🌐 UK, Ireland, Lisbon Time (11:20am)

powered by Calendly

