

Win the yes.

For the moment someone has to say yes to your work.

Great marketing changes what people think, feel and do. A great recommendation does too. Win the Yes is a practical programme that helps leaders build stronger recommendations, bring stakeholders with them and get decisions made. The budget. The people. The time.



Susan Tucker
Founder, Audacia

Two days

Live and in person

5 to 30 leaders

In pairs or small groups

Your real work

A live pitch or proposal

1:1 coaching

For every participant

Who it's for.

- Marketing and commercial leaders who need to win investment: money, people and time
- Leaders taking an important recommendation to a senior room
- Teams who want a shared way to prepare, pitch and land big work

What changes.

- 01 The ask is clear.** One recommendation, built for the people who decide.
- 03 The story lands.** Data made human, a message people repeat.

- 02 The room is mapped.** Who decides, who influences, what each needs.
- 04 The delivery is confident.** Practised live and coached before it counts.

Great communicators are made, not born.

Step 1

Prepare and plan

Step 2

Stakeholders

Step 3

Strategy

Step 4

Story

Step 5

Delivery

Day one: stakeholders and strategy. Day two: story and delivery. Everyone brings a real piece of work that needs a yes, and delivers it live for coaching. Progress is measured before, after and at 30 to 60 days.

"Storytelling is such a key competency and the program you put together for the entire regional team was first-rate. Most importantly, months afterwards, I still hear people putting the skills and techniques into practice."

Russell Mahoney, corporate affairs leader, APAC

Proven at scale

Created for one team of marketers, it travelled across functions and around the world. Rated five stars and described as the best training people had ever done.

Three ways to work together.

Win the Yes

The two-day team programme for 5 to 30 leaders.

Win the moment

An executive sprint, coached around a live, high-stakes moment.

Sharpen the saw

One-to-one or team coaching, when you need it.

Let's talk about the yes your team needs next.

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Audacia.

Serious results. Never boring.