

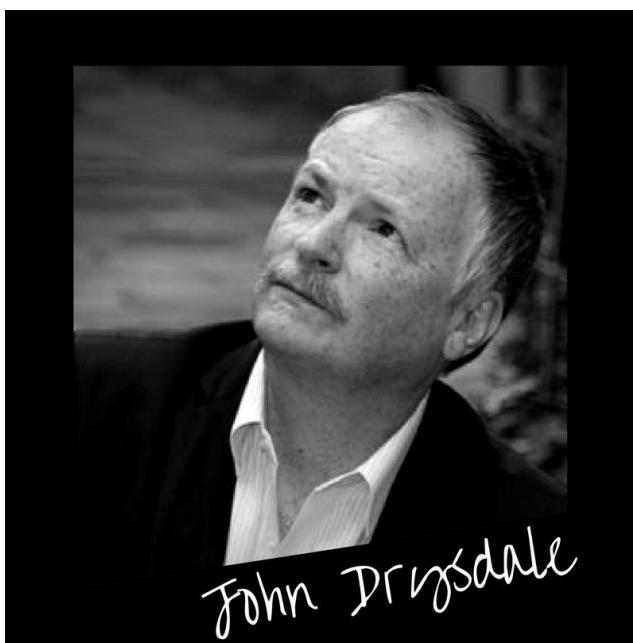
## **Paul Furlong**



inspire and influence their audience to take action.

Paul is an expert facilitator, link presenter and course leader.

## **John Drysdale**



current BIG challenge. He also enjoys running, climbing hills and once went on a walk to the bottom of Mount Everest.

The name “No Guru” comes from the Van Morrison album, “No Guru, No Method, No Teacher”.

Founder and creative director of Opus Media, has considerable expertise in storytelling for business, marketing, promotions and new media. Paul built up his experience in the highly competitive TV industry, currently with 52 episodes to his name, and also has a feature film in preproduction. During his time with Opus Media, Paul has worked with numerous organisations, telling their business stories through targeted TV advertising and online video advertising. Paul has produced and directed projects on local and national levels for clients including Subway, Barnardo's, Liverpool FC, Harcourt, Asentiv and the Archbishop of Canterbury. Paul continues to develop his knowledge of storytelling for business by hosting a podcast called Rule the World: The Art & Power of Storytelling where he interviews the greatest storytellers in the world to discover their storytelling principles to help his listeners to better tell their business stories in order to

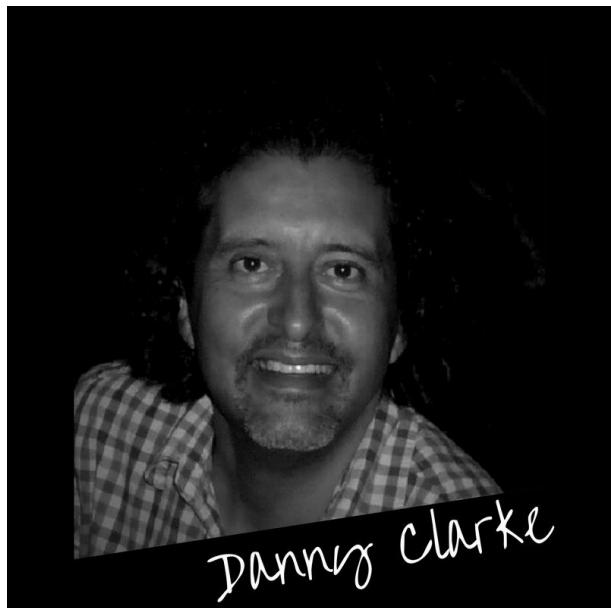
John Drysdale is the MD of No Guru Ltd a leading consultancy that works with business and large organisations to develop the capability of people and teams.

An experienced and influential consultant, trainer and speaker, ‘JD’ has a well-deserved reputation for delivering practical and creative solutions for his clients.

John has trained and spoken to thousands of satisfied delegates over the years in the fields of creativity, critical thinking, coaching, customer service and how to win new business through building relationships.

Originally from Scotland, John is passionate about the city of Liverpool where he now lives and works with his wife Fiona. He is a huge music fan enjoying all genres; although learning to play jazz on Alto Saxophone is his

## Danny Clarke



Danny has a unique, energetic style of training that makes his courses stand out from the rest both in terms of enjoyment on the day and tangible, practical learning skills that can be implemented afterwards. By using humour and real-life everyday examples, Danny inspires others to learn and develop.

He worked for Barclays for over 20 years, leading key operational business areas before becoming a trainer in 1999 and becoming nationally and internationally recognised as one of their leading facilitators. In 2005 he started his own training company - evolving into Danny Clarke Training Ltd and is now delivering successfully across the UK, Europe, the Middle East and the Americas.

He has and continues to work with many key clients (e.g. Revolution Bars Group, DHP Family, Mission Mars, The Know Group, The Mere Collection, Intelliflo, Signature Pub Group,

the NHS, Tesco Bank, Gulf Air, The AA, Pebble, Northwest Surgeons, Wyndham Vacation Rentals, Glen Dimplex, Glaxo Smith Kline, Jaguar Land Rover, CBRE, Liverpool City Council etc) and has continued to work with Barclays & Barclaycard. His training takes in an impressive range of sectors, extensively in leisure/hospitality but also including retail, banking/finance, HR, manufacturing, software designers, publishing, local authorities, housing associations and private schools.