

BRAND LANGUAGE

I've been called all kinds of random titles on my journey to creating the poetic voice speaking category ("slam poet guy," "hip-hop street poet," etc.), so it's important to me that how you introduce me to your community reflects my accurate brand language. It will give your audience a proper context for the experience that poetic voice gives them. Plus my team is very proud of the odds-defying heights to which we've been able to take poetry. So please be sure to use the approved intro language below and help me honor and celebrate the uniqueness of poetic voice. Thanks!

- Sekou

OFFICIAL TITLE

(FOR BADGES, SLIDES, WEBSITES, PROGRAMS, ETC)

Sekou Andrews
Poetic Voice
CEO/Founder, SekouWorld Inc.

ON-STAGE INTRODUCTION

OPTION 1: "CRAFTED FOR YOU" INTRO (approx. 100 words)

A week in the life of poetic voice, Sekou Andrews, could find him keynoting at a leadership conference, helping a global brand with messaging, or performing for Barack Obama in Oprah Winfrey's backyard. This schoolteacher turned national poetry slam champion has become the world's leading "Poetic Voice" - a new type of speaker and artist who blends inspirational speaking with spoken word poetry to electrify the messages of global organizations, including Google, Toyota, Nike, Paypal, Global Green, Genentech, and ASAE. Sekou also trains speakers to unlock their own Stage Might™ using rockstar performance techniques. Sekou does more than inspire us with *his* story; he inspires us with *our* story.

OPTION 2: "FOR YOU TO CRAFT" INTRO (Bullet Points)

** Choose language from the following bullet points to create your own intro that feels natural for you. The highlighted lines are most important to us, so please include the language from those sections as you craft your own intro.*

- Sekou's official title is "Poetic Voice" so please use that when introducing him. ie. "Sekou Andrews is the world's leading Poetic Voice"

- We value Sekou's voice at our event because he has a unique ability to synthesize very cerebral content and give it heart. Sekou does more than inspire us with his story; He inspires us with OUR story.
- Sekou's voice is particularly relevant here because, as someone who is disrupting the speaking industry, he truly lives at intersection of entertainment, business, and innovation
- "Poetic Voice" is a cutting-edge category of speaking that seamlessly blends inspirational speaking with spoken word poetry to help organizations tell their most powerful stories.
- Sekou is in high demand from Fortune 500 companies, leading conferences, global nonprofits, and prominent individuals, such as Google, Toyota, Nike, Paypal, Johnson & Johnson, Global Green, Cisco, Genentech, and ASAE to name a few.
- Sekou helps speakers, influencers and leaders become more dynamic communicators through his Stage Might™ speaker training program. Stage Might™ gives rockstar secrets to public speakers by teaching leaders the techniques of master performers.
- Forbes magazine has called Sekou *"the de facto poet laureate of corporate America."*
- Sekou has presented privately for Barack Obama, Oprah Winfrey, Maya Angelou, Larry King, Bono, Norman Lear, P-Diddy, Hillary Clinton, Quincy Jones, Al Gore and Coretta Scott King & family
- Sekou has shared the stage with such heavyweights as Stevie Wonder, Jay-Z, Carlos Santana, John Legend, Robin Williams, Maroon 5, Jill Scott, and the Black Eyed Peas.
- Sekou has featured on such numerous national media outlets including ABC World News, MSNBC, HBO, BET, Showtime and MTV.
- Sekou has won the National Poetry Slam championship twice, has featured in two national tours - including Norman Lear's "Declare Yourself", which registered over 1 million young voters - and has two award-winning CDs, including his most recent release, "**Poetic License.**"
- Visit **SekouAndrews.com** to learn more about Sekou's work

SHORT BIO

(approx. 250 words)

Sekou Andrews **Poetic Voice**

A week in the life of poetic voice, Sekou Andrews, could find him keynoting at a leadership conference, helping a Fortune 500 company with brand messaging, or performing for Barack Obama in Oprah Winfrey's backyard. This schoolteacher turned national poetry slam champion has now become the world's leading "Poetic Voice" - a new type of speaker and artist who seamlessly blends inspirational speaking with spoken word poetry to help organizations tell their most powerful stories. His presentations and keynotes are in high demand from Fortune 500 companies, leading conferences, and global nonprofits, such as Google, Toyota, Nike, Paypal, Johnson & Johnson, Global Green, and ASAE. He has been featured on national media outlets, including ABC, MSNBC, HBO, Showtime, MTV and BET, and Forbes has called him *"the de facto poet laureate of corporate America."* Sekou has presented privately for such luminaries as Larry King, Quincy Jones, Hillary Clinton, Bono, Maya Angelou, and Norman Lear, and has shared the stage with music heavyweights Stevie Wonder, Jay-Z, Maroon 5, Kendrick Lamar, and the Pasadena Pops Orchestra to name but a few. His last spoken word album, "Poetic License," helped him become the most awarded artist in the nation's largest independent music organization. Having successfully innovated a new speaking category, Sekou also teaches rockstar secrets to public speakers through his Stage Might™ speaker training, teaching executives and leaders the techniques of master performers. **As a poetic voice, Sekou does more than inspire us with *his* story; he inspires us with *our* story.**