ASPIRE
CONSULTING INTERNATIONAL

FROM IDEA TO INFLUENCE

make your ideas impossible to ignore

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Aspire Introduction

HOW IT ALL STARTED

In the mid 90s, four friends each on a completely different career course bonded over two things – their passion for creating positive change in people's lives and their love of sports. Having travelled the world attending leadership schools and sports camps, it quickly became evident that the best way to penetrate minds and impact people was not through conventional means. To their surprise and delight it was actually fun, discovery and challenge, all components of competitive games.

They discovered first hand that when people fully engage for even an hour in a game or sport, their true personalities involuntarily emerge. Then stripped from their personas of everyday life, it became easy to address the real issues and cause major change. And because people were experiencing the lessons instead of just hearing about them, they became engraved on a deeper level in their minds.

So, with this knowledge in mind, they went about to create camps for underprivileged children in Egypt. The results were outstanding. While on the surface it all seemed like fun and games, these children emerged with new values and behaviors. Parents, seeing their children become independent, cooperative, and emotionally strong were astounded with the results and decided that they too wanted a part of this phenomenal change.

The rest is history.

Despite its start at a community level, word eventually got out and market need for ‘transformational change’ grew high in demand amongst corporations. That’s when Bassem Emad, Tamer Isaac, Hany Massoud and Maged Fawzy founded Aspire in 2007 with a clear vision that they would champion change through ‘experiential training’, a method that would revolutionize how people learned in corporations, among youths and within the community.

WHO WE ARE AND WHAT WE DO

With over a decade of experience, Aspire Consulting & Training provides consulting and training solutions with proven track records of success. Pioneers in our line of work, our distinct methodology heavily relies on simulating real-life settings and applying practical knowledge so that learnt concepts are firmly grasped over a short period of time. Because we use 'experiential' methods we are able to deliver tangible leaps in performance which is hard to achieve using conventional techniques which provide only theoretical teaching. We use creativity and unconventional approaches to create programs that work for corporates, youths and the communities we live in.

VISION

To empower, enlighten and inspire deep, lasting transformation in the lives of individuals, teams, organizations and communities to live, lead and prosper

MISSION

To deliver unrivaled integrated experiences in every training solution we implement using a unique methodology combining knowledge, experience & innovation

OUR VALUES

DARING TO BE DIFFERENT
We create an unrivalled experience with innovation

CONSTANT IMPROVEMENT
We learn continuously with intentionality.

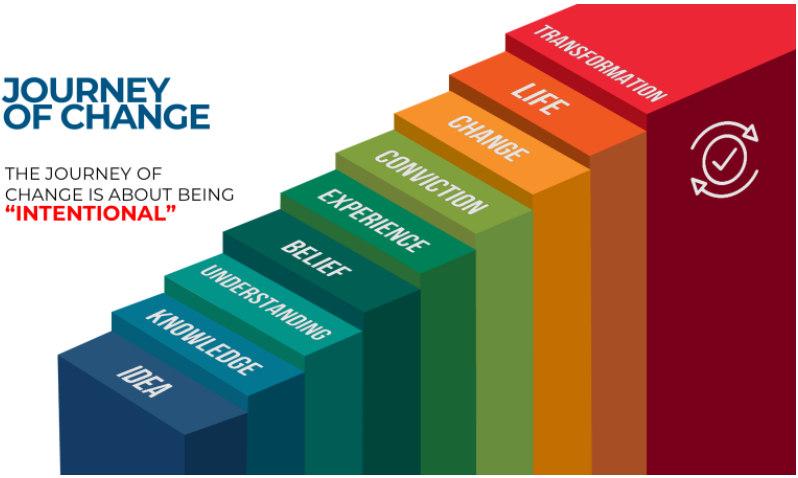
SERVICE
We genuinely support our customers.

COLLABORATION
We work in teams with passion.

IMPACT
We add a value with a winning mindset.

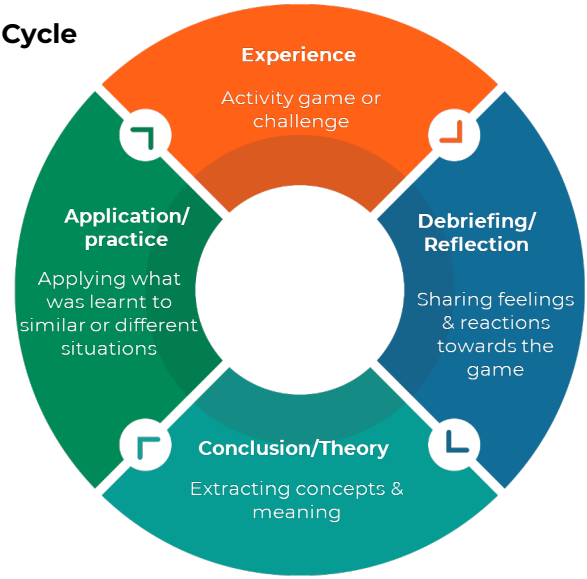
ACCOUNTABILITY
To hold people responsible against agreed upon standards.

Training Methodology



Experiential Learning Cycle

The experiential learning cycle is **a four-step learning process that is applied multiple times in every interaction and experience**: Experience – Reflection – Application & Conclusion.



Presentation Skills

The Griot's Mindset

A Griot does not “deliver a presentation.” He enters a state of authority and service at the same time.

Key question: **What state am I holding the room in?**

The guest mindset	The host mindset
How do I look? Will they judge me? Am I impressive enough?	How do they feel? What do they need? Am I useful enough?
Focus: Self-Preservation	Focus: Audience-Nourishment
Energy: Inward	Energy: Outward

The Griot's Compass

Every message must move people from one state to another.
Key question: **What change should exist in the audience after I speak?**

Answer these before creating any slide:

01	What are you expecting from your audience in terms of thoughts and actions?
02	How much does your audience already know about your topic?
03	How much do they need to know in order to accomplish your goals?
04	What gaps or misconceptions do they have about your topic?
05	What challenges or problems do they have related to your topic?

The Brain and Stories

“When we hear a story, not only are the language processing parts in our brain activated, but any other area in our brain that we would use when experiencing the events of the story is, too.”

Entrepreneur and storyteller Leo Widrich

Hormones and Stories

1-Dopamine: Suspense

Build your story on open questions, leave space for your audience to wonder what is the next step.

2-Oxytocine: Social bonding

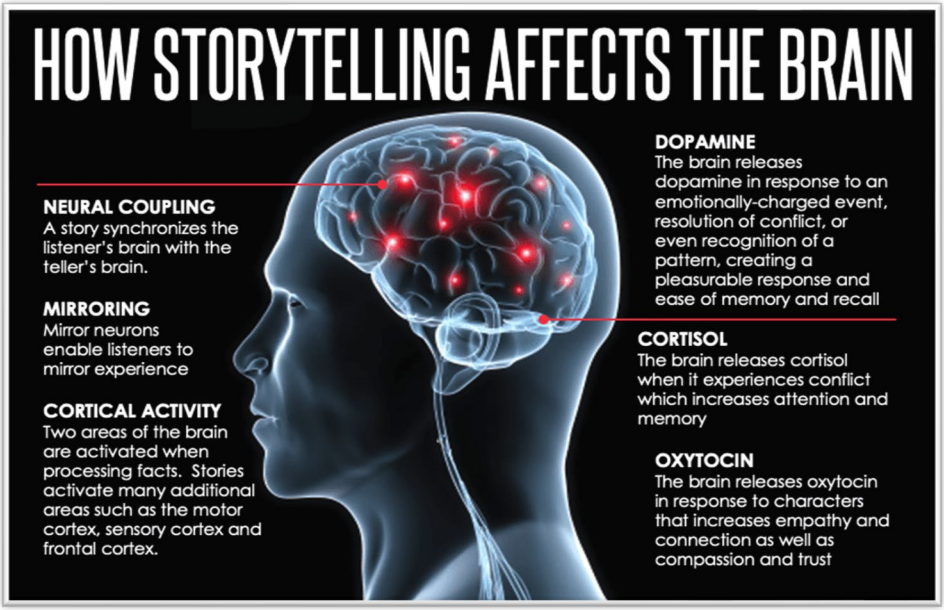
Reveal something about yourself, tell a personal experience. This helps audience bond and connect to you

3- Endorphin: Humour

Sharing humour within a story helps participants connect, empathize, and bond with you

4-Cortisol and Adrenaline: Stress or increased focus

Create a balance in the story. Depending on the objective, try to avoid overstressing the audience by making them uncomfortable, but an increase in conflict helps increase their focus and improves memory


HOW STORYTELLING AFFECTS THE BRAIN
NEURAL COUPLING
A story synchronizes the listener's brain with the teller's brain.
MIRRORING
Mirror neurons enable listeners to mirror experience
CORTICAL ACTIVITY
Two areas of the brain are activated when processing facts. Stories activate many additional areas such as the motor cortex, sensory cortex and frontal cortex.
DOPAMINE
The brain releases dopamine in response to an emotionally-charged event, resolution of conflict, or even recognition of a pattern, creating a pleasurable response and ease of memory and recall
CORTISOL
The brain releases cortisol when it experiences conflict which increases attention and memory
OXYTOCIN
The brain releases oxytocin in response to characters that increases empathy and connection as well as compassion and trust

Story telling models

1 — WHAT / SO WHAT / NOW WHAT

Tells you WHAT to say and in what order.

2 — THE RULE OF THREE

Tells you HOW MANY things to say and HOW to make each one land.

"Why are you telling me this?" → WHAT/SO WHAT/NOW WHAT | "Why should I believe you?" → RULE OF THREE

ASPIRE CONSULTING INTERNATIONAL

Power of Influence	Low Level of Interest	High Level of Interest
High	Keep Satisfied	Engage closely
Low	Informed	Keep informed

The Enthusiast **Open, ready, already convinced** **Don't over-explain. Give them a role and a direction.**	**The Neutral** **Undecided, waiting to be convinced** **Lead with relevance. Connect to their specific context early.**

The Skeptic	The Resistant
Cautious, has seen this before, needs proof **Acknowledge their experience first. Let data speak before you do.**	**Opposed, protective, or threatened** **Find the one thing you agree on. Build from common ground.**

The Field of Minds Checklist

- **Who specifically is in this room?**
- **What do they already believe about this topic?**
- **What do they fear or resist?**
- **What outcome do THEY need?**
- **What is the ONE thing they must leave with?**

The PREP Formula — Answer Clearly Under Pressure

P	Point —	Start with the answer — 1 sentence maximum
R	Reason —	Give one clear reason — not many
E	Example —	Make it concrete — data / case study
P	Point —	Close the loop — restate your answer

AI TOOLS FOR PRESENTATION EXCELLENCE

Research • Structure • Design • Rehearse • Deliver

1. CONTENT RESEARCH & LOGICAL FLOW

Purpose: Research, organize ideas, create logical flow

- **ChatGPT** — Ideation, outline, content generation
- **Gemini** — Deep research, complex topics

Also helpful: **Perplexity AI** (real-time research), **Elicit** (academic research), **Consensus** (fact-checking)

2. PRESENTATION DESIGN & VISUAL CREATION

Purpose: Create beautiful, clear, engaging slides

- **Gamma** — AI slide generation, design, layouts
- **Beautiful.ai** — Smart templates, auto design

Also helpful: **Canva** (visuals & graphics), **Visme** (infographics), **DALL-E / Midjourney** (images)

3. DATA & STATISTICS MADE SIMPLE

Purpose: Find, analyze & visualize data effectively

- **ChatGPT / Gemini** — Explain data, statistical insights
- **Flourish** — Interactive charts & data stories

Also helpful: **Wolfram Alpha** (compute & data), **Google Dataset Search**, **Datawrapper** (charts)

4. INTERACTIVE VISUALS & DIAGRAMS

Purpose: Create diagrams, flowcharts, models & mind maps

- **Napkin AI** — Turn text into visual diagrams
- **MindMeister** — Mind maps, idea connections

Also helpful: **Mermaid** (diagrams), **Lucidchart** (flows), **Whimsical** (visual thinking)

5. REHEARSAL & DELIVERY COACHING

Purpose: Rehearse, get feedback, improve delivery

- **Tome** — AI storytelling & slide rehearsal
- **Orai** — AI speech coach, pace, filler, clarity
- **Yoodli** — Real-time feedback on speech

Also helpful: **PowerPoint Presenter Coach** (practice), **Voice.ai** (voice training), **Otter.ai** (record & review)

6. BRAINSTORMING & IDEA GENERATION

Purpose: Generate ideas, angles, examples, storytelling

- **ChatGPT** — Brainstorm ideas, examples, stories
- **Claude** — Creative thinking, alternative angles
- **Gemini** — Diverse ideas, structured thinking

Also helpful: **Miro AI** (collaborative ideation), **Notion AI** (notes & ideas), **Copy.ai** (creative prompts)

7. SPEECH WRITING & SCRIPT REFINEMENT

Purpose: Write, refine and simplify your speech

- **ChatGPT** — Draft, refine, simplify scripts
- **Grammarly** — Grammar, clarity, tone improvement
- **QuillBot** — Paraphrase, improve flow

Also helpful: **Hemingway Editor** (clarity), **LanguageTool** (grammar & style)

SMART WORKFLOW

1. Research (Understand) → 2. Structure (Organize) → 3. Design (Visualize) → 4. Rehearse (Refine) → 5. Deliver (Impact)

ONE GOAL: Move People to Clarity and Action

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