

The Little Red Coat

Crafting Stories that Leave a Legacy

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In The Little Red Coat, this motivational talk explores how authentic storytelling can build trust, shift perceptions, and create lasting emotional impact. It challenges audiences to go beyond facts and data, and instead connect through stories that carry purpose and meaning.

Whether you're a marketer needing to connect with your audience, a coach helping clients transform, or a researcher explaining complex ideas, this talk equips you with practical tools to craft stories that influence and inspire.

Key Themes Covered

- The emotional science behind powerful storytelling
- How legacy and messaging align
- Storytelling as a tool for trust, influence and clarity

Ideal For

- Marketing teams and brand leaders
- Researchers and academic professionals
- Coaches, consultants and nonprofit communicators

Audience Takeaways

Tools to craft legacy-driven stories
Techniques for creating emotional connection
Clarity in messaging that moves people to action

Kim Vermaak is a motivational and legacy speaker, author and storytelling coach. She helps individuals and organisations communicate with purpose, build emotional connection, and leave a lasting legacy through meaningful stories.

