



Vince Ford.

Tracks in the Sand

How Leaders Influence with Story

Take a compelling journey through the dunes of the Arabian Desert to the sparkling waters of the Persian Gulf. Discover Influence. Tracks in the Sand inspires leaders to drive change, develop culture and deliver profits by harnessing the power of story. Experience the desert. Discover the skills. Motivate your team to make a mark that really matters.



Who you get:

Vince Ford is an award-winning author with 16 novels. He's a TEDx speaker and semi-finalist in the 2025 Toastmasters World Championship of Public Speaking in Philadelphia. Vince's inspirational stories and powerful takeaways will leave your people equipped and inspired to drive your organisation to excellence.

Take a vision and make it our mission

Inspire your people with a powerful purpose. What's the goal they'd cross a desert to gain?

Rememberise the route

Stories are the tracks we leave to guide our teams. They need to be clear, visible, refreshed and repeatable.

Aim high. Avoid the weeds and keep your speed

Don't get bogged down in detail. Stories simplify ideas, cut a path through confusion and power your team towards their peak.

Care and your crew will too

Don't tell your team you care. Show them. Take the time to learn what matters to them, they'll make the time at work rewarding for you.

Keep your eyes on the sand and your hands upon the wheel

The stories of your customers and your teams record your strategy in action. Mine those stories, find what's good and refine where you should

Stay true to you

Corporate speak is just jargon. No-one listens. Tell your own stories, show your humanity, your people will listen and come along for the journey with you.

'You'll leave the session with goosebumps I promise.'

John Furniss, Manager, APL Window Solutions.

'An engaging event, our sponsors also appreciated being mentioned and promoted.'

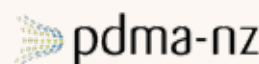
Phil Armstrong, Tauranga Property Investors Association.

'Vince took the time to get to know who we are and what we stand for.'

Dr Christopher Duncan, CEO, Association of Heads of Independent Schools, Australia.

'The framework Vince provides is universally applicable.'

William Fisher, Product Development Manager, Oasis Engineering.



To book Vince contact: (+64) 211651269 | vince@vincefordkeynote.com | vincefordkeynote.com