



To persuade investment in your company, you have to tell a compelling story.

The script might suggest that at the Beginning you prepare a presentation of raw data and bullet points summarising the prospectus or information memorandum, in the Middle you head on the road to present to investors, and at the End you bank the cheques.

But, what if your capital raising becomes more like a soap opera rather than a three part play? What if the CEO can't explain clearly how the company makes money and its competitive advantage? What if the CFO is a numbers genius but can't move beyond facts and figures? What if fund managers and competitors start leaking bad news to a willing financial media during your capital raising? What if there is pressure to re-price during your capital raising?

However, what if you spent time preparing by organising your capital raising story into three acts and starting your messaging by establishing context? Then you let your audience know who the main characters are, what the background of the story is, and what you'd like to accomplish by telling it. It might open, for example, by describing a department that has consistently failed to meet sales goals and what you did to change it.

You move on to how your main character—you or the company—fights to resolve the conflicts that create tension in the story. You provide real-world examples and detail that can anchor the narrative. You provide striking anecdotes to support your main points. Then your ending inspires a call to action, since you are allowing the audience to draw their own conclusions about your story versus just telling them what to do.

What if you practised in front a camera beforehand and were prepared to answer tough questions?

Storytelling isn't easy. A critical market and media are quick to find fault and punish.

The Cannings approach is different; a trusted adviser adept at knowing the audience and the critics, with an absolute focus on protecting personal and corporate reputations. Over 20 years of experience supporting companies to tell their stories in order to raise capital and grow, leveraging the latest in new media and digital channels for shareholder communication.