

**Douglass Hatcher** is co-founder and president of communicate4IMPACT, a marketing and communications firm that specializes in storytelling training for executives and senior management. communicate4IMPACT helps you make products, services, and brands more meaningful to the audiences you want to reach. Using communicate4IMPACT's road-tested insights, methods, and exercises, leaders learn to harness the power of storytelling—the single best discipline for making things matter and moving people to act.

**HIGH-LEVEL, HIGH-IMPACT COMMUNICATIONS EXPERIENCE**

Douglass brings more than 20 years of high-level, high-impact speechwriting to the leadership and storytelling space. Before founding his company, Douglass led thought leadership, executive communications, and storytelling at Mastercard in Purchase, New York, working closely with the CEO and other C-Suite leaders as well as senior executives. Prior to Mastercard, Douglass spent two decades in Washington, DC, where he worked on Capitol Hill in senior positions in both the U.S. Senate and House. Douglass was senior advisor and speechwriter to U.S. Senator Olympia Snowe of Maine.

**PROBLEMS WE’RE SOLVING**

The competition for audience attention is fierce. And it’s only going to grow fiercer with the exponential influx of new data, content, and information driven by the onset of the Internet of Things and 5G technology. Shorter-form content like 6-second ad spots are not the answer. People don’t want less content. They want better content. If people can spend a weekend binge-watching *Game of Thrones*, they can spend more than 6-seconds with your marketing, if it’s good, relevant, and interesting. Storytelling checks all those boxes and many, many more. The answer to dwindling attention spans is to increase interest spans. Getting storytelling right—getting in storytelling shape—is mission critical to winning the competition for attention share, market share, and mind share in the 21st century economy.