

Daniel Magill

Speaker • Facilitator • Communication Consultant

Helping organisations communicate with clarity, lead with confidence, and navigate change in an increasingly complex world.

Daniel Magill is an award-winning communications specialist, executive speechwriter, facilitator, and content strategist with more than twenty years' experience helping organisations communicate complex ideas clearly and persuasively.

Having worked with organisations including **Network Rail, HSBC, Microsoft, NatWest, Vodafone, British Airways, Coutts, Accenture, Bloomberg, Sky and the UK Foreign Office**, Daniel brings a unique blend of strategic insight, practical experience, and engaging facilitation.

He currently leads speechwriting and strategic communications initiatives within Britain's rail sector, crafting speeches and thought leadership for senior industry leaders, government ministers and national events. His work includes authoring major publications on innovation and artificial intelligence and helping organisations prepare their people for the future of work.

Daniel's workshops are practical, energetic and highly interactive, combining real-world experience with immediately applicable tools and techniques.

Signature Programmes

Strategic Communication for Leaders

Communicate with clarity, confidence and credibility.

Designed for executives, managers and emerging leaders, this programme helps participants communicate effectively during periods of growth, uncertainty and change.

Participants learn how to:

- Structure messages that influence action
- Communicate complex ideas simply
- Deliver difficult messages with empathy
- Adapt communication styles to different audiences
- Build trust through authentic leadership communication

- Increase confidence in high-stakes situations
-

Storytelling for Business Influence

Great leaders don't just share information; they tell stories people remember.

Drawing on Daniel's extensive experience as a speechwriter and communication strategist, this workshop explores how stories can strengthen leadership, improve customer engagement and support organisational change.

Participants learn how to:

- Use storytelling to inspire action
 - Create memorable presentations
 - Bring data and strategy to life
 - Develop authentic leadership narratives
 - Increase audience engagement and retention
-

Executive Presence & Public Speaking

Speak with confidence when it matters most.

Combining speechwriting expertise with years of speaker coaching experience, this programme equips professionals to communicate effectively in front of any audience.

Topics include:

- Managing nerves and building confidence
 - Structuring impactful presentations
 - Using voice and body language effectively
 - Handling questions with authority
 - Connecting with audiences authentically
 - Speaking under pressure
-

Giving Feedback That Drives Performance

Feedback should develop people, not demotivate them.

This practical workshop helps leaders create a culture of continuous improvement through effective feedback conversations.

Participants learn how to:

- Deliver constructive feedback confidently
 - Receive feedback without defensiveness
 - Conduct coaching-style conversations
 - Address performance concerns early
 - Build psychological safety within teams
-

Humour in Professional Communication

How appropriate humour can strengthen relationships, improve engagement and enhance learning.

Based on communication psychology and real-world experience, this workshop explores how humour can become a powerful leadership tool.

Participants discover how to:

- Use humour authentically
 - Build rapport quickly
 - Make presentations more memorable
 - Increase audience engagement
 - Avoid common pitfalls
-

Artificial Intelligence & the Human Workplace

Helping organisations understand and embrace AI responsibly.

Drawing on his work developing communications around emerging technologies, including *Artificial Intelligence in Rail: The Industry Action Plan*.

Daniel helps organisations explore how AI is changing work.

Topics include:

- Understanding generative AI
- Practical AI applications for professionals
- Responsible AI use
- Preparing teams for digital transformation
- The future of communication in an AI-enabled workplace

- Human skills that matter most in the age of AI
-

Leadership Communication During Change

Helping leaders navigate uncertainty with confidence.

Organisational change succeeds when people understand what is happening and why it matters.

Participants learn how to:

- Communicate through ambiguity
 - Build trust during periods of transition
 - Address resistance constructively
 - Engage stakeholders effectively
 - Reinforce organisational purpose and direction
-

Customer-Centred Communication

Improving customer experiences through clarity and empathy.

Drawing on extensive experience in UX writing and content design across financial services and digital products, Daniel helps organisations strengthen their customer communications.

Topics include:

- Writing in plain English
 - Designing customer-focused messages
 - Communicating complex information clearly
 - Improving accessibility and inclusion
 - Building trust through language
 - Using customer insight to shape communication
-

Why Organisations Choose Daniel

- Speechwriter to senior leaders, ministers and national events

- Trusted by organisations including HSBC, Microsoft, Bloomberg and the UK Foreign Office
 - Extensive experience across financial services, transport, technology and the public sector
 - Specialist expertise in simplifying complex topics
 - Experienced facilitator for audiences ranging from students to senior executives
 - Practical, evidence-based approach with immediate workplace application
 - Strong understanding of leadership communication in periods of transformation
-

Delivery Formats

Programmes can be tailored and delivered as:

- Keynote speeches
 - Conference masterclasses
 - Half-day workshops
 - Full-day training programmes
 - Leadership development modules
 - Team away days
 - Graduate development programmes
 - One-to-one executive coaching
-

Selected Clients

Microsoft • HSBC • Coutts • Bloomberg • Sky • Network Rail • NatWest • Vodafone • British Airways • Kingston University • UK Foreign Office

Helping organisations communicate better, lead more effectively and prepare for the future.

Daniel Magill

Speaker | Facilitator | Communication Consultant

"Turning complexity into clarity, and helping people find their voice."

Looking at your CV, I would actually **de-emphasise** "Sales & Business Development" and "Project Management" as headline offerings. You *can* train in those areas, but they aren't what differentiates you in the market.

Your real niche sits at the intersection of:

- **Leadership communication**
- **Executive storytelling**
- **Public speaking and presentation skills**
- **Communication during organisational change**
- **AI and the future of work**
- **Customer-centred communication**
- **Building communication capability across organisations**