

“The best training course I have ever attended.  
Louise was incredible. Everyone went away with a strong  
confidence in their ability to tell powerful, compelling stories.”

Fujitsu Storytelling Participant



## Louise Ashcroft

**Location:** London.

**Languages:** English.

**Expertise:** Role Play, Real Play, Skills Coach, Facilitator.

### My best story

“It was world premiere night at the Liverpool Philharmonic Hall and the room was buzzing with excitement. Backstage, I adjusted my Margaret Thatcher wig and waited for my cue. The conductor raised the baton and then...”

### Overview

Louise is an actor, opera singer, skills coach and facilitator. She specialises in corporate role play, story, and performance and presence. She co-created and directed the creative agency, Ludic Creatives, who work with big businesses to help capture and shape story. In her capacity as a skills coach and role player, she has worked alongside trainees, managers, future leaders and senior executives. Her corporate client list is diverse and covers a range of industries. As an actor and singer, she has worked nationally and internationally with world class organisations such as The Royal Liverpool Philharmonic Orchestra, Radio 3, Radio 4, MoMA, Pompidou Centre and ITV.

### Areas of Expertise

- Role play and real play: Difficult conversations, customer service, interview and assessments
- Skills Coach: Presence and presentation
- Communication and presentation skills
- Team building
- Forum theatre
- Story and visual storytelling

### Licence to Practice

BA Comb Hons Music and Drama, (2:1) Liverpool University

PGCE Music, (Highly Commended) Open University

Perf Dip in Acting, (Distinction) Birmingham School of Speech and Drama

### Satisfied clients, include

KPMG, EY, Deloitte, Fujitsu, Midlands Police, Cancer Research UK, Primark, IBM, Phenomenal Training, Inspire, Accenture, RBS, Social Media Today, Coca Cola, Novartis, AT Kearney, Barclays, NESTA and Sony Ericsson.

### Three words that describe me

Compassionate | Playful | Deep-listener