



David McCubbin

A Brief Resumé

David is Australia's leading Corporate Dramatist and has been engaged by many of Australia's major banks, Telecommunication companies, professional services and law firms to assist with Professional Development.

David trained as an actor at NIDA (national Institute of Dramatic Art) and worked with distinction on television and stage, winning a Logie for his performance in Jackaroo, hosting Playschool and playing many of Shakespeare's regal villains (Macbeth, Richard III, Henry V). What followed was a role in business development with the corporate media production house Vitascope and international e-business consultancy, Iconmedialab. He co-founded coup – an organisational development, training and media production company - with Annie McCubbin in 2001.

Clients include: Westpac, Commonwealth Bank, National Australia Bank, QBE, Freehills, Gilbert & Tobin, Clayton Utz, NSW Legal Aid, Ernst and Young, PriceWaterhouse Coopers, Deloitte, PWC, KPMG, TAFE (NCI and Tasmania), Latrobe University, Charles Sturt University, Macquarie University, Nestle, Unilever, Sanofi-Aventis, Bayer, Astrazeneca, Merck Sharp & Dohme, Vodafone, Optus, Origin Energy, Sydney Water, BHP Billiton, Snowy Hydro, News Corp, the Macquarie Radio Network, and Healthshare NSW.

David works with senior executives to increase the impact and effectiveness of their leadership communication. He takes a multilayered approach that recognises the interdependence between the strategic, interpersonal and internal dimensions that shape the business leader's performance. After establishing the context in which the communication takes place, and the essence of the argument, the power dynamics of key messages are explored with respect to how as they are expressed in physical and vocal presence. The experience resembles a rehearsal room process for a virtuoso performer, with role-play and video recording, playback and critique employed to give the executive an immediate sense of how to maximise their influence through specific performance disciplines. This can also be expanded to a masterclass involving small groups.

As a Corporate Dramatist, David understands the relationship between individual, interpersonal and organisational drivers of performance and can design and deliver customised experiences that move people and businesses to higher levels of performance success.

David also teaches a practice that supports presenters to maintain composure and connection with the audience in any high-pressure scenario.