



# EGE **EPIC** Growth Exchange

27<sup>th</sup> and 28<sup>th</sup> March 2025, Dublin, Ireland



# David Sharkey

Communications Consultant to Stade Rochelle XV,  
Arsenal Women's XI, Dublin GAA

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*Communication to drive change in teams and  
organisation*



# OVERVIEW

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01: WHO AM I?

02: WHAT CAN WE LEARN FROM SPORT?

03: WHAT DO I DO?

04: WHAT IS THEMEING?

05: SOUNDS GREAT, BUT HOW DOES IT WORK?

# 01: WHO AM I?

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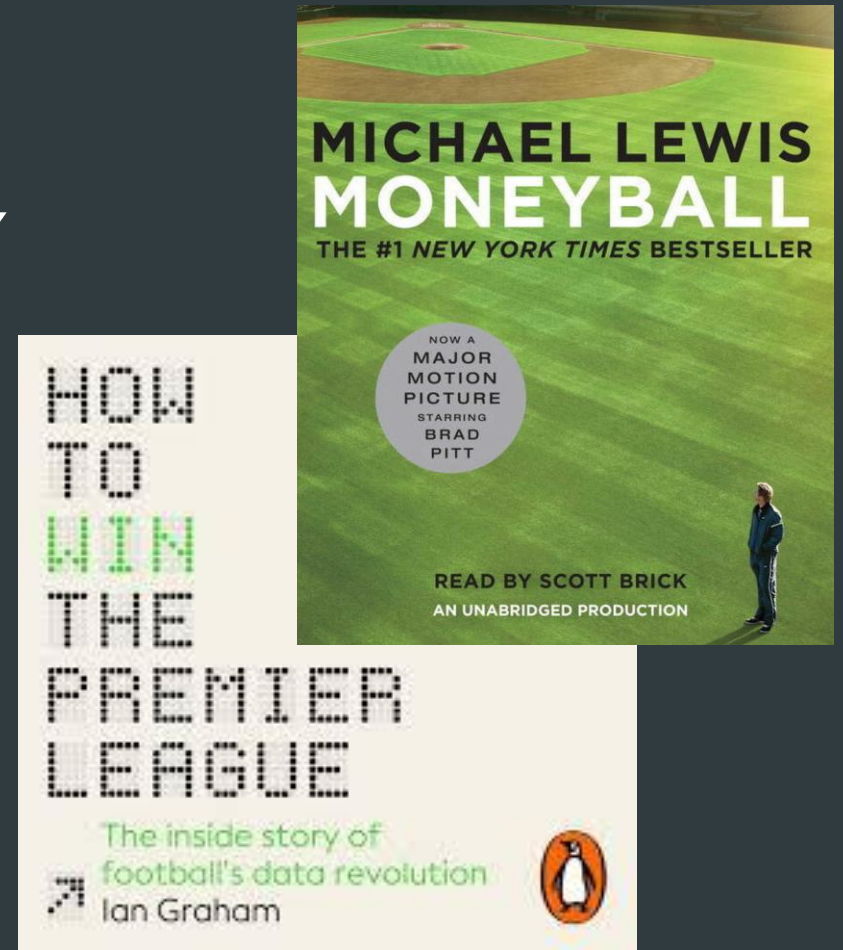


- A COMMUNICATIONS CONSULTANT WORKING IN HIGH PERFORMANCE SPORT AND BUSINESS.
- 10+ SPORTS AND COUNTING;
- CONSTRUCTION, FOOD & DRINK; DIPLOMATS; DOCTORS; FARMING; FINANCE AND; HOSPITALITY INDUSTRIES;
- USING KNOWLEDGE OF PEOPLE & PEDAGOGY, TO HELP LEADERS & TEAMS TO MAKE COMMUNICATION A COMPETITIVE ADVANTAGE.

# 02: WHAT CAN WE LEARN FROM SPORT?

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- BEHOLDEN TO DATA WITHOUT REALLY KNOWING WHY...
- DATA = PANACEA...OH DEAR...
- DRAWN TO A LIMITED NUMBER OF CONCLUSIONS OR 'THE' ANSWER.
- ***CAN WE USE DATA TO ASK BETTER QUESTIONS?***



# 03: WHAT DO I DO?

STADE ROCHELAIS AUSTRALIAN 7S RUGBY DUBLIN GAA



ARSENAL WOMEN IRISH HOCKEY

VISION DESIGN,  
STRATEGIC  
PERFORMANCE &  
DEVELOPMENT

VISION DESIGN,  
STRATEGIC  
PERFORMANCE &  
DEVELOPMENT

COMMUNICATIONS  
DEVELOPMENT

VISION DESIGN &  
CONSULTANCY

VISION DESIGN &  
STRATEGIC  
PERFORMANCE

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# 03: WHAT DO I DO?

WESTMEATH GAA   AIB



VISION DESIGN &  
STRATEGIC  
PERFORMANCE

AIB



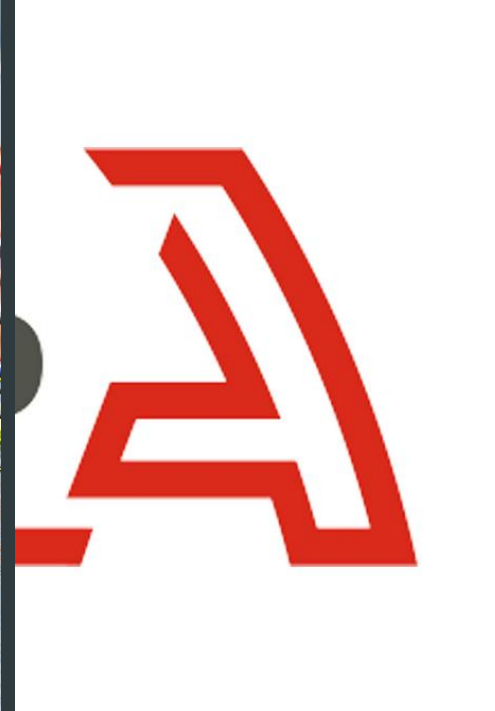
VISION WORKSHOP

BRITISH ROWING



VISION WORKSHOP  
& BACKROOM TEAM  
DEVELOPMENT

ACTAVO



DEVELOPMENT & TEAM-  
WORKSHOP

THE GAA



CONFERENCE DESIGN  
& COMMUNICATIONS  
DEVELOPMENT



# SERVICES

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## 01: CONSULTANCY

ADVICE ON PLANNING AND IMPLEMENTATION OF: VISION; KEY MESSAGING; SYSTEMS OF COMMUNICATION & STRATEGY.

## 02: DEVELOPMENT

HELPING INDIVIDUALS AND TEAMS IMPROVE THE QUALITY OF THEIR COMMUNICATIONS

## 03: PERFORMANCE

COMPREHENSIVE AND STRATEGIC COMMUNICATION SUPPORT TO HELP TEAMS PERFORM AT THEIR BEST.





# M.V.P.

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## MEETINGS



## VISION



## PRESENTATIONS



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# 04:WHAT IS THEMING?



BELGIUM GP – SPA FRANCORCHAMPS

*FLAT OUT?!*

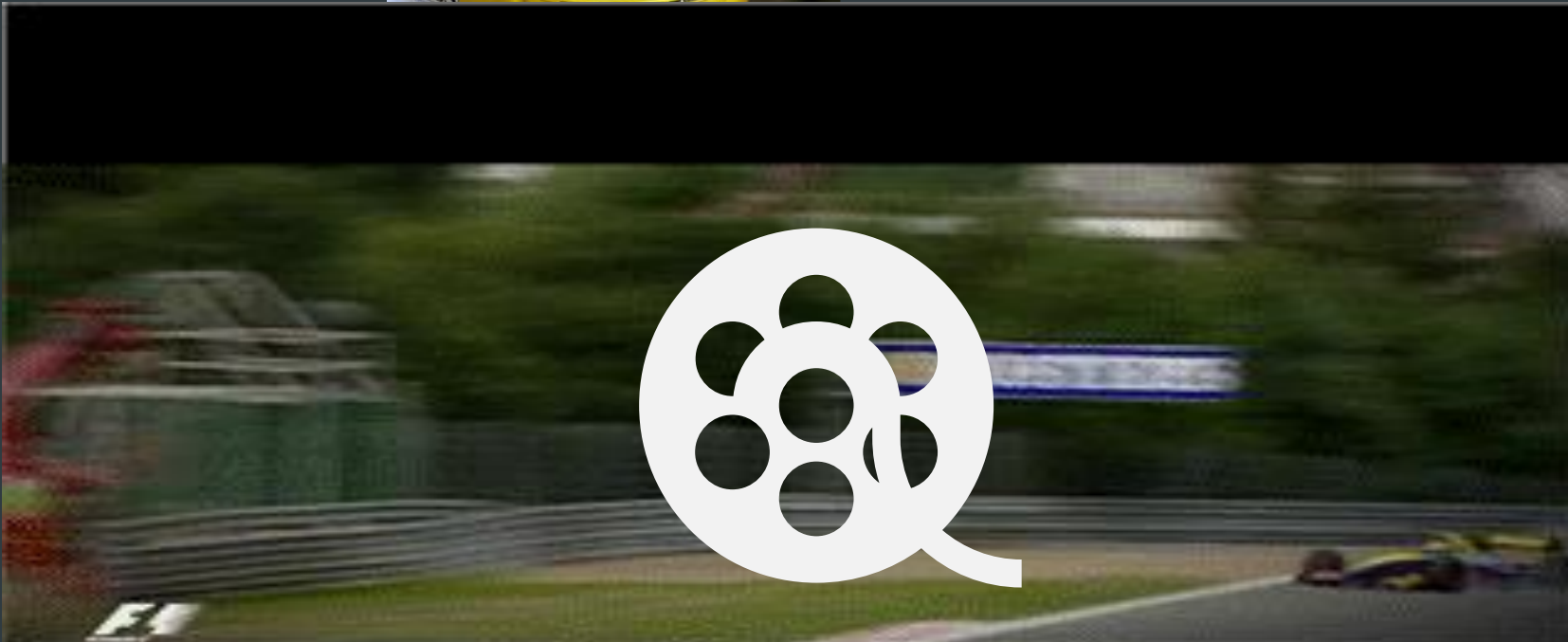
AYRTON SENNA

EAU ROUGE

40M INC @ 200 MPH

*“LIKE GETTING SHOT  
OUT OF A CANNON”*

*MARK WEBBER*



A landscape photograph featuring a wide gravel path that curves from the bottom right towards the center. The path is bordered by a line of dark evergreen trees. The sky is filled with large, dramatic clouds, with some light breaking through near the horizon. The overall color palette is muted, with greys, browns, and soft blues.

# EAU ROUGE

PRESENTS...

# WHAT'S YOUR EAU ROUGE?

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WHAT'S THE FEELING YOU ARE CHASING?

NOT A PERSON OR A THING;

A PERSONAL MOMENT;

FLEETING;

WITHOUT IT, WHAT'S THE POINT?



# THEMEING

A MULTI-FACETED  
COMMUNICATION TOOL USING  
A WORD, PHRASE, STORY OR  
METAPHOR TO FULFILL A  
SPECIFIC OBJECTIVE OVER AN  
EXTENDED PERIOD OF TIME.

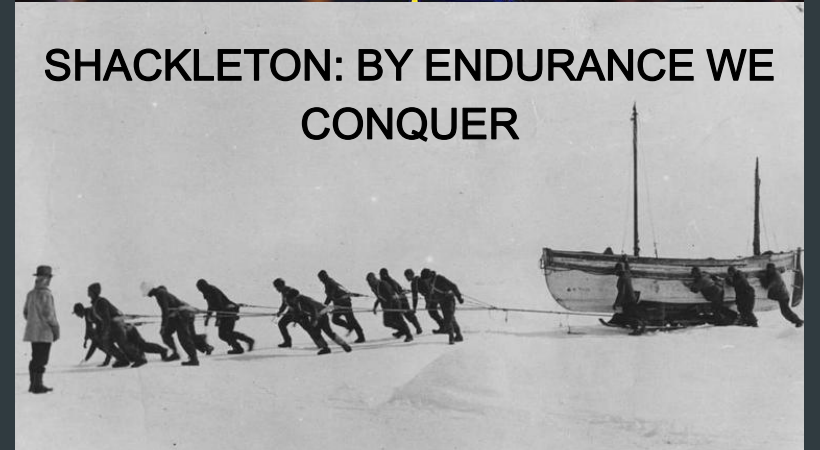
## PROJECT APOLLO: STEPS & LEAPS



## MATADOR MOMENTS



## SHACKLETON: BY ENDURANCE WE CONQUER





PROST VS SENNA: BEST OF RIVALS



NADIA COMANECI: 'PERFECT' 10



SERENA WILLIAMS: SERIAL WINNER



FREE SOLO: PREPARE TO  
PERFORM



# 05: SOUNDS GREAT, BUT HOW DOES IT WORK?

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## MISCONCEPTIONS

- SOUNDS A LOT LIKE STORYTELLING...
- SO YOU TALK ABOUT F1 DRIVERS/ROCKETS/CLIMBERS  
AND THEN YOU WIN STUFF...

LET'S START WITH THE PROBLEM...

# PROBLEM A: EVERYONE DOUBTS US (EVEN US)



# PROBLEM B: WE'VE NEVER WON ANYTHING.



# PROBLEM C: OUR HISTORY HAUNTS, IT DOESN'T HELP US



# THEMEING IN ACTION

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- 12 MONTHS LEADING INTO PARIS 2024
- EXTENSIVE SUPPORT THROUGH SVNS WORLD SERIES
- EXTENDED PART OF BACKROOM TEAM
- STRATEGIC COMMUNICATIONS: RIGHT MESSAGES AT THE RIGHT TIME
- DESIGNING CONTENT TO FRAME, CONNECT & PRIME A GROUP

AUSTRALIAN 7S RUGBY

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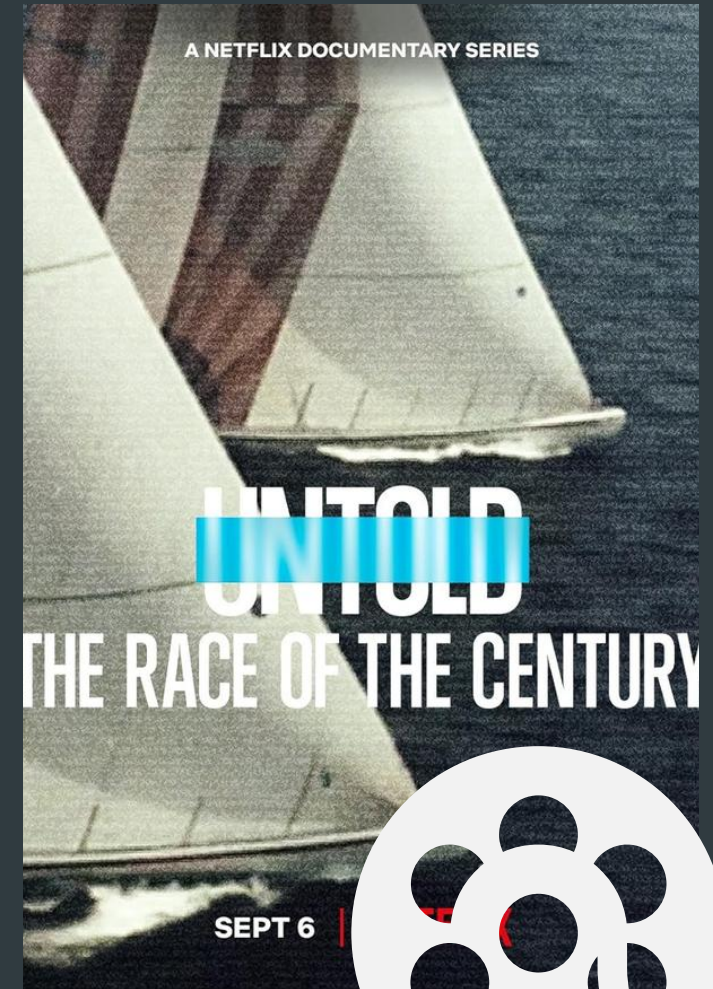
# HOW CAN WE USE COMMUNICATION TO WIN A GOLD MEDAL?

**MISFITS ARE PIONEERS IN DISGUISE...**



**...TO BE AUSTRALIAN, IS TO BE A PIONEER.**

# THE AMERICA'S CUP: AUSTRALIA II







# RECAP

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