

The Storyteller Award

AWARDS 

THIS CAN HAPPEN GLOBAL.

In association with

A&O SHEARMAN

THE INTERNAL SUPPORT AWARDS

Winner //

DYLAN HOLLOWAY

This award honours an individual who has shared their personal journey to raise awareness, create change, and inspire others to engage with mental wellbeing initiatives.

This lived-experience-led advocacy transforms personal stories of transition, mental health and identity into powerful conversations about authenticity, self-acceptance and belonging.



Dylan has built a platform rooted in authenticity and inclusion.

Dylan Holloway is an award-winning musician, speaker, mental health ambassador and LGBTQIA+ advocate, and the first transgender winner of a UK televised music competition, BBC Project Icon.

Drawing on his own experience of gender transition, mental health challenges and life in the public eye, Dylan has built a platform rooted in authenticity and inclusion. His approach combines music, storytelling, neuroscience and psychology to make complex conversations around identity and wellbeing accessible and engaging.

From Personal Experience to Meaningful Change

Dylan's work challenges stigma by openly sharing the realities of his journey. In performances and viral videos, he duets with recordings of his pre-transition voice – a powerful creative concept that encourages audiences to embrace every chapter of their story rather than reject their past.

He takes this message beyond performance through keynote talks, workshops, podcasts and social media, using lived experience alongside evidence-based insights to

encourage reflection and meaningful conversations around mental health, identity and self-acceptance.

His reach extends across workplaces, schools and major organisations, including Spotify, Comic Relief and BBC Radio 1, while his social media platforms have grown to more than 100,000 followers.

Dylan has also authored the children's book *I Don't Want A Werewolf Sleeping On My Sofa*, using humour and storytelling to introduce young audiences to themes of kindness, empathy and inclusion.



Inspiring Change Through Storytelling

Dylan's impact is reflected in the scale and nature of his reach. His work has connected with more than 100,000 social media followers, alongside audiences across workplaces, schools, media and major organisations. Through his talks, performances, workshops and digital content, he has created new ways to discuss mental health, gender identity and self-acceptance, helping challenge stigma and encouraging people to embrace their whole selves. ■

Judges' comments

- + A groundbreaking and energetic story telling approach.
- + A powerful example of storytelling used to drive genuine emotional connection and social impact.

Highly commended

→ Adam Livesey
Deutsche Bank

Shortlisted

- Anita Guru
The Mind Coach
- Claire Libby
I AM ME APP