

The Perfect Story : How to tell stories that inform, influence & inspire

Don't wait for the perfect story. Take your stories and make them perfect.



- Challenged with finding ideas for stories?
- Unsure how to tell a great story?
- Want to become a more memorable communicator?
- Feel that you can't tell stories because you need to present data?
- Looking to use storytelling in sales discussions?
- Preparing for a big presentation and want to incorporate a story?
- Think you don't have time to tell a story or know how to make it concise?

Storytelling is a skill that can be learned to inform, influence and inspire. We specialize in teaching you to scientifically hack the art of storytelling by factoring the ***Five Factory Settings of the Brain*** into your stories.

Keynotes



Interactive keynote that helps the audience build ideas to:

- Understand how storytelling impacts comprehension, trust, and decision making
- Connect the Five Factory Settings of the Brain into storytelling
- Create a toolkit of story ideas
- Apply the storytelling framework
- Tell a memorable and engaging story for any occasion

Workshops



Virtual and in-person workshops of varying lengths designed to:

- Connect the Five Factory Settings of the Brain into storytelling
- Defining the audience and desired outcome for the story
- Develop a toolkit of story ideas
- Apply the storytelling framework
- Tell stories with data
- Practice developing and telling stories
- Receive coaching

Coaching & Advising



Tailored coaching or advising for:

- C-suite preparing for big meetings, and/or wanting to be more effective and engaging in communications
- Communications teams looking to create a toolkit and calendar of stories