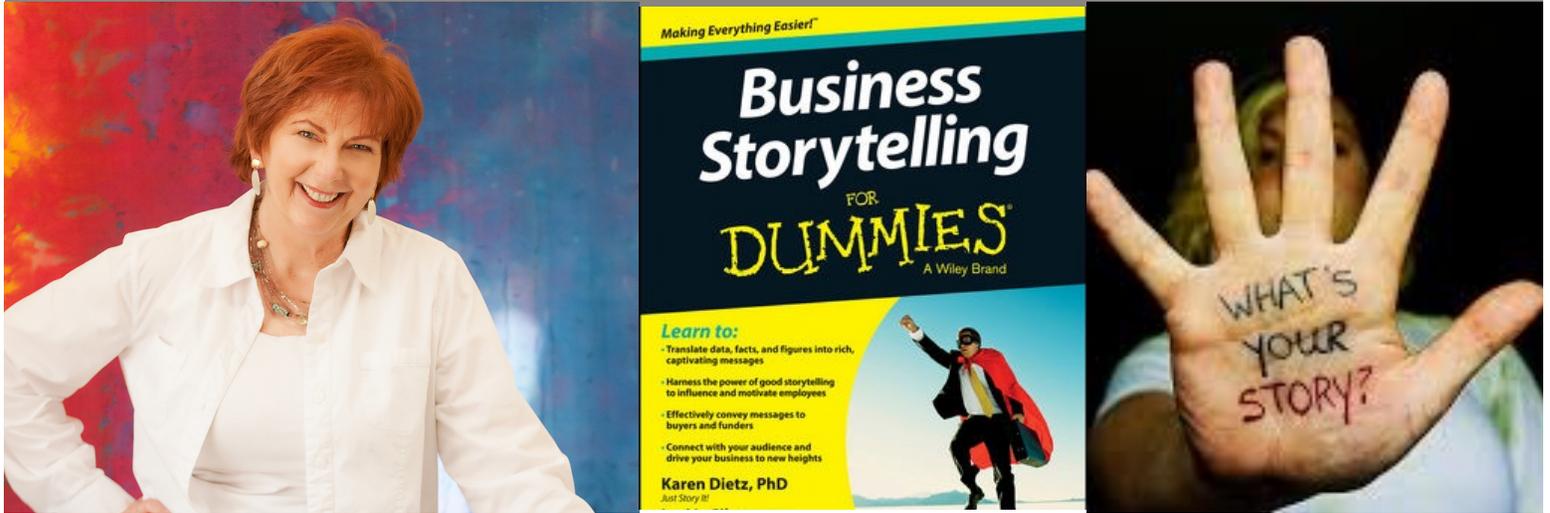


# Stand Out Storytelling

## An Business Storytelling Presentation for Talent Development Professionals



*With Karen Dietz, bestselling author of Business Storytelling For Dummies*

Neuroscience and 100,000 years of human experience show us the power of storytelling to engage others, shift perceptions, and manifest change. Elevator speeches, charts, graphs or bullet points just don't cut it.

*Don't leave money and opportunity on the table because your storytelling skills aren't working, or you haven't leveraged what it can do for your business. This presentation gives you what you need to know about engaging effective storytelling across the organization. When you crack the storytelling code business gets a lot easier.*

### 8 Startling Results of Storytelling:

1. Gain respect and get employees on board
2. Easily recruit and retain in the talent shortage wars
3. Grow engagement and loyalty
4. Connect with employees, grabbing their hearts and minds
5. Reduce resistance to ideas
6. Build a legacy
7. Shift people's thinking, shape your future, move folks to action

*Nike does it. Patagonia does it. You can do it too.*

### Why Business Storytelling Matters Today More Than Ever Before

Storytelling is more than just a fad. It's one of the most in demand and hottest business skills of the century to develop. Its influence and significance is acknowledged by the New York Times, Forbes Magazine, Harvard Business Review, Inc. Magazine, and Fast Company, just to name a few. In today's data-driven distracted world, if you want business results you've got to grab your best material, then add heart + soul. Just story your material to emotionally connect with people and keep their attention.



During this presentation, Karen Dietz, your business storytelling expert, shows you:

1. What you need to know to make storytelling training and coaching really work in your organization
2. How to avoid storytelling workshops that fail
3. A simple developmental framework for storytelling you can use to keep the organization on track
4. Recognize the best ways you can build storytelling bench strength within your organization to receive the results you want

Storytelling Is Now A Critical Core Competency For:

1. Leadership and influence
2. Engagement
3. Emotional Intelligence and empathy
4. Creativity and innovation
5. Building relationships
6. Talent acquisition and retention
7. Co-created realities
8. Organizational change
9. Inspiring action

Who Exactly Needs Storytelling?

Leaders, directors, managers, creatives, innovators, engineers, marketers, sales specialists, designers, change agents, talent development authorities, knowledge transfer experts, human resource professionals, social cause advocates, and anyone who wants to make a difference

Join Karen in getting results through effective business storytelling

Testimonials

*I have worked with Karen in developing my own storytelling abilities. She's a marvelous coach and a wonderful guide through the journey of becoming a storyteller. I highly recommend her. Ozzie Gontang, Vistage Chair*

*I have had the good fortune to work with Karen Dietz and she is also a gifted presenter and storyteller. I have witnessed first-hand the depth of her skill, knowledge and her passion, and unreservedly recommend her. Paula T. Bartholome, CEO, Parallax*

*Your encouragement, enthusiasm, humor, and excellent suggestions helped me to learn new techniques, hone stories I had been using, and develop new leadership applications for stories for enhancing the bottom line. Thank you for your expert tutoring. David Kushner, President, The Kushner Companies*

619.235.0052 [www.juststoryit.com](http://www.juststoryit.com)