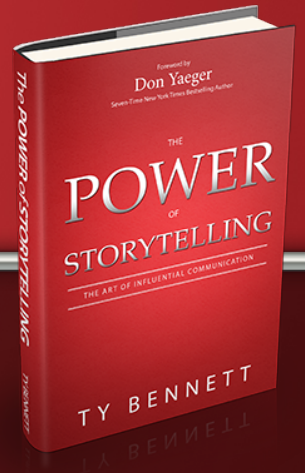


THE POWER OF STORYTELLING

THE ART OF INFLUENTIAL COMMUNICATION

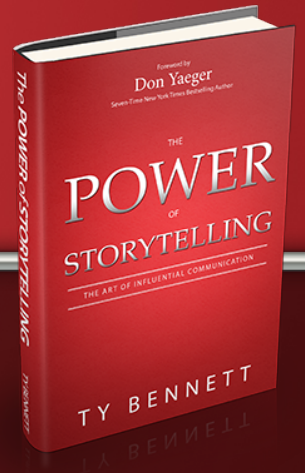


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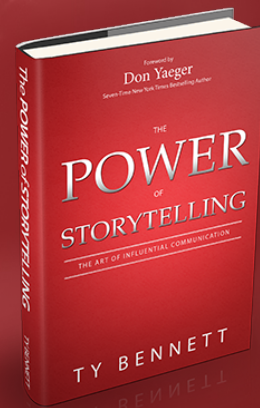
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Mindset

1



Mindset

Your Focus is on the Audience.

Your Goal is Connection, not Perfection.

Your Purpose is to Engage.

Find the Balance

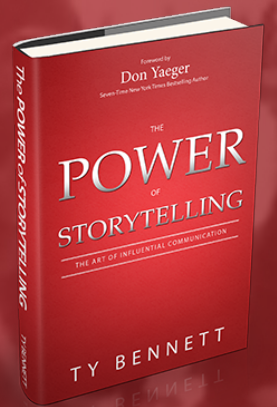
Relatability

Credibility



Skillset

2



STORY

def. a story is a reimagined experience
narrated with enough detail and feeling
to cause your listeners imagination
to experience it as real.

Bring the Audience into the Story

Create
Curiosity

1

Place Them
in the Scene

2

Reinforce
Relatability

3

THE MODEL

An influential story is:
STRUGGLE TO SOLUTION



THE SMURFS



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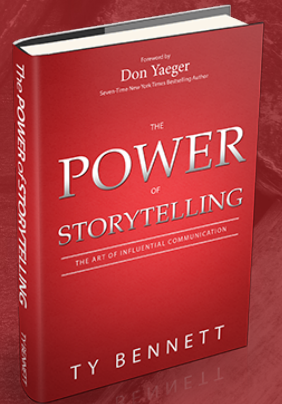
THE MODEL

An influential story is:
STRUGGLE TO SOLUTION



Toolset

3



1

Dialogue

2

Details

3

Metaphors

Bring the Story to Life

Whoever Tells
the Best
STORY
WINS!

