



ELEVATE YOUR PUBLIC SPEAKING

By Building Stronger Storytelling Muscles



BRAIN

Storytelling is the one form of communication that grabs attention, keeps attention, and converts attention into the action you want because it activates the whole brain.



DATA

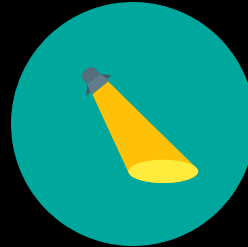
If data is the new oil, then the stories we tell are the new refineries that turn raw data into something meaningful, useful, and valuable.



AUDIENCE

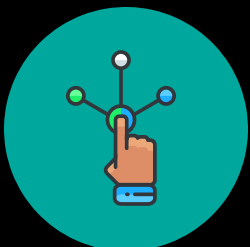
If you want your audience to pay attention to you, pay attention to your audience. The humility of putting your audience first and not yourself helps you do just that.

Click to edit



ATTENTION

Is shorter content really the answer to shorter attention spans? If you've ever binge-watched a series, then you know the answer. People don't want less content, they want better content.



ACTION

It's not about what you say – it's about what your audience hears and what your audience does with what it's heard that really counts.



LEADERSHIP

Speak the language of leadership. Keep things short: short words, short sentences, short paragraphs, short remarks. Be action-oriented with active voice and verbs.