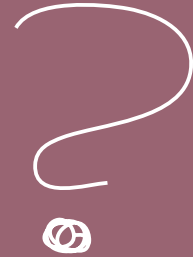


# BUSINESS STORY- TELLING

How to Use Stories to Persuade, Influence and Inspire

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# WHY STORYTELLING



**Whatever your business or profession, improving your storytelling skills will help you persuade, influence and inspire others.**

- 🎧 **STORIES WORK.** Stories are the most effective way to persuade others to act on your ideas or proposals.
- 🎧 **STORIES MAKE YOU MEMORABLE.** People remember you because of your stories— long after they have forgotten your presentation.
- 🎧 **STORIES ARE TRANSFORMATIVE.** Stories inspire change by taking listeners on a journey from what is to what could be.

**This two-day workshop will introduce you to the power of stories, their place in business and how to use them in your professional life.**

# YOU WILL LEARN HOW TO



- ✓ **create powerful business stories in an easy-to-learn format**
- ✓ **develop your own core “signature” stories**
- ✓ **tailor your stories to your audience**
- ✓ **listen to and evaluate stories**
- ✓ **use images and visual media to support your stories**
- ✓ **use body language effectively to deliver your stories**
- ✓ **use stories to fuel innovation, organizational change and transformation**

# THIS WORKSHOP IS RIGHT FOR YOU, IF YOU WANT TO

- ⇒ increase your influence with others
- ⇒ become a more persuasive speaker and presenter
- ⇒ increase the emotional appeal of your presentations
- ⇒ explain complex matters clearly without oversimplifying
- ⇒ present yourself and your personal brand more effectively
- ⇒ get buy-in for driving change within your organization

# ABOUT US



## **MARIALE RODRIGUEZ**

After starting a career in dance and film-making, Mariale spent over 15 years as a management consultant and business trainer, including 8 years at IBM. She has coached

Fortune 500 companies and European leaders, has written speeches for both businessmen and politicians and is expert in presentations and C-level reports. Her company *KALEIDOSCOPE Innovation Consulting* focuses on Innovation, Change Management and Leadership. Mariale has degrees in Social Communication, Film Production & Direction, as well as an International MBA. Originally from Venezuela, she has lived and worked in the Americas and Europe. She lives with her husband and two children in Frankfurt.

## **MICHAEL G. PARKER, PH.D.**

Michael comes from a family of storytellers, having grown up hearing his father tell stories about being raised in the rugged mountains of western North Carolina during the Great Depression. As an



international executive coach and trainer, Michael has over 20 years of experience in teaching, training and coaching in the United States and Europe. He specializes in personal leadership development and in showing business professionals how to sell themselves and their ideas. He has a doctorate from Yale University. Michael lives with his wife and daughter in Frankfurt, Germany.



KALEIDOSCOPE



# PRACTICAL INFORMATION

**This highly interactive, hands-on workshop offers you the opportunity to practice storytelling in a safe and supportive environment and to receive individualized feedback and coaching.**

- ⇒ The workshop can be held in English or German.
- ⇒ It can be offered as a external seminar or an in-house training, tailored to your specific requirements.
- ⇒ No prior experience with storytelling is required.

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- ⇒ If you are interested, please send us an email at:  
**[business.storytelling@yahoo.com](mailto:business.storytelling@yahoo.com)**