



# Your Story:

How you say what you say.

You Influence People.



**YOUR MOST VALUABLE  
ASSET**

Your Great Idea



A Great Business Idea

Your Great Idea



A Great Business Idea



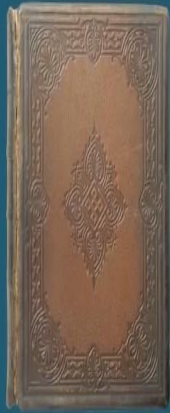
....Is the **2nd** Most Important Thing

Your Great Idea

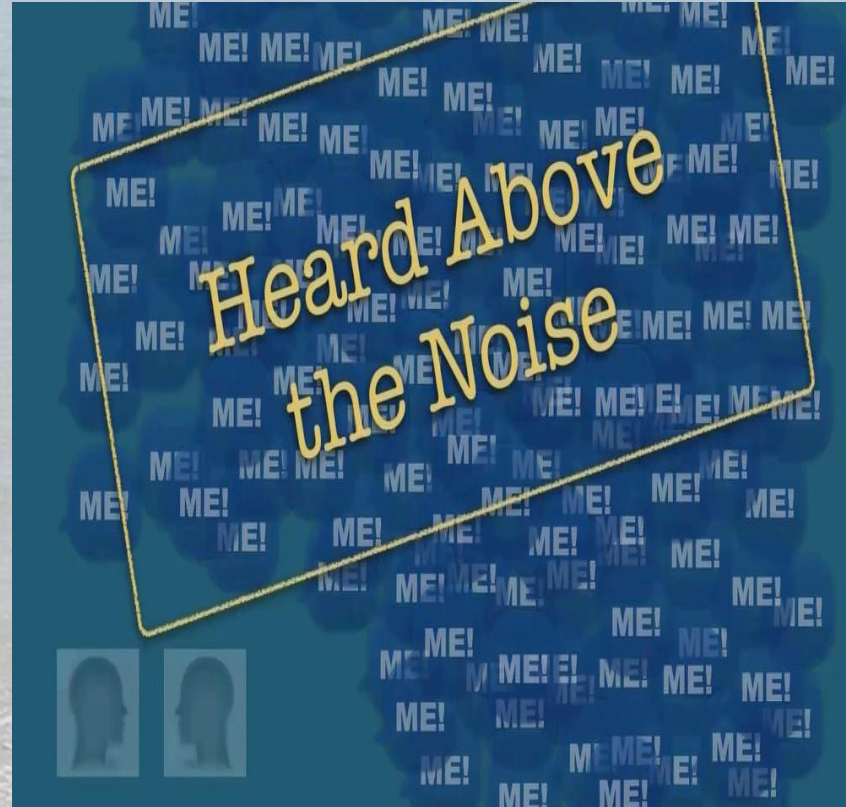
# CONVINCING OTHERS

Ah ha!!!





**THE UNPARALLELED  
POWER OF YOUR STORY**





Whether Right  
or Wrong

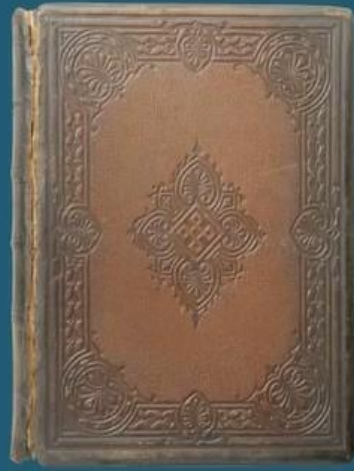
You Are Not Who You Think  
You Are...Or Even Are

...But *Who THEY Think You Are*



It's Not Their Responsibility  
to Understand...

....But Ours to *Be Understood*



**YOU ARE ~~NO BETTER THAN~~  
YOUR STORY**



**YOUR STRENGTHS AND DEFICITS**

**BEST PRACTICES OF WORLD  
CLASS SUCCESSES**

**VALUE THE POWER OF STORY**





## Every Story Must...

***Capture Attention***

***Engage***

***Make Clear***

***Make Memorable***

***Drive Action***



**IF YOU WANT HELP**

**TRAINING**

**RESOURCES**

**SUPPORT**

**ENCOURAGEMENT**

**TOUGH LOVE**

[Let's see if we can assist. Book a chat here.](#)