



The Business of Awesome Storytelling

The Business of Awesome Storytelling is a powerful program that educates and empowers your team to inspire action, engagement and results through communication, whether it is externally with clients or internally with colleagues.

WHY IT'S NEEDED

In this world of 10 second Snapchat videos, text messages and limited character tweets, the art of communication has suffered. Organizations will spend big numbers on the right product and service, marketing, and staff, but many times they'll neglect to foster their final message-what it is they want to say to their team and to their clients.

GETTING OVER THE FEAR

Communication problems are not specific to business. They plague just about everyone. One of the main reasons people are generally bad at public speaking or communicating is fear. In fact, in an episode of *Seinfeld*, Jerry Seinfeld refers to a statistic that reveals a majority of people fear public speaking more than death. As Seinfeld points out, this means most people at a funeral would rather be the guy in the casket than the guy delivering the eulogy. But you don't need to hide in a casket to avoid the pain of communicating, all you need is to understand where the fear comes from, so you can conquer it.

AWESOME MESSAGE = AWESOME RESULTS

Besides fear, another communication obstacle arises when corporations do not engage their audience. This happens when they fail to focus on their actual message and why it should matter to their listeners.

YOUR SLIDES ARE NOT YOUR MESSAGE

How many times have you seen a team member spend hours preparing their PowerPoint slides and only minutes preparing what they're actually going to say and how they are going to say it? Has anyone ever said, "I didn't like the speaker but, wow, those slides were so inspirational"?

AWESOME OUTCOMES

In this workshop, students are coached to conquer their communication fears so they can speak with clarity and influence to an internal or external audience. Using humour and his own results-oriented Business of Awesome Storytelling formula, Danny Pehar will teach your team how to get maximum impact with their audience by having them understand the mechanics and formula involved in communicating an ideal message.

WHY MECHANICS MATTER

Whether you're born with the gift of gab or you hate public speaking, practicing the message you need to communicate is an obvious way to improve. However, not everything can be rehearsed. What if you get asked a difficult question and need to answer right away? Rehearsing won't help you with that. But if you understand the mechanics of how to craft a great message, you can sound good all the time, even when coming from a position of weakness and that is what The Business of Awesome Storytelling is all about.

WHO SHOULD ATTEND

The Business of Awesome Storytelling is ideally designed for leaders and their teams at any stage of their career, particularly anyone whose role depends on the importance of clear internal or external communication.

AN AWESOME EXPERIENCE

The Business of Awesome Storytelling is a combination of learning an ideal messaging formula and mastering it through roleplaying sessions, coaching and feedback.

Full Day Session

1. THE AWESOMENESS OF COMMUNICATION

- ✓ Why communication is vital to your career, business and life.
- ✓ Overcome the fear of communicating.
- ✓ Stop getting in your own way.
- ✓ Sound confident even when you're vulnerable.
- ✓ Determine what your *clients* want and how you can help them.
- ✓ Determine what your *audience* wants and how you can help them.

PLAYTIME: Attendants will discuss an ongoing or upcoming potential opportunity for the use of The Business of Awesome Storytelling.

2. WHAT'S YOUR POINT AND WHY SHOULD I CARE? THE STORYTELLING METHODOLOGY

- ✓ Master the formula behind the Business of Awesome Storytelling.
- ✓ Learn to focus on your message - everything else will begin to fall into place.
- ✓ Recognize that your message is the key to being awesome, and your point is the key to your message.
- ✓ Apply your subject matter expertise into the storytelling formula.

PLAYTIME: Attendants will begin creating a plan for the opportunity identified in Part 1 with the methodology in Part 2.

3. STOP SELLING AND START INSPIRING

- ✓ Why selling stops you from selling – learn to educate and recommend instead.
- ✓ Learn to market your message. Your brochures and slides don't inspire, you do!
- ✓ Determine your call to action.

PLAYTIME: Studying samples of selling versus inspiration

4. BUILDING AWESOME: PUTTING THE PIECES TOGETHER

- ✓ Build an influential communication based on the elements covered in Parts 2 and 3.
- ✓ Incorporate flow to strengthen your message.
- ✓ Enhance member engagement by weaving conversation into your message.

PLAYTIME: Attendants will complete a script for a three- to five-minute communication. The instructor will provide feedback.

5. BE YOUR OWN MC

- ✓ How self-promotion plays a role in communication success.
- ✓ How to set the mood before a presentation and why it's so important.

PLAYTIME: Attendants will assemble and discuss a quick message on why they and their story are awesome.

6. SHOWTIME

- ✓ Attendants will deliver what they've learned with maximum awesome!

7. NOT JUST A CONVERSATION BUT A CONVERSEANSATION!

- ✓ Why sounding spontaneous can still be scripted.
- ✓ How to show empathy while remaining focused on your goal.
- ✓ How to control the conversation without anyone knowing.

PLAYTIME: Attendants will prepare a script for a difficult conversation. For example, breaking bad news to a client.

8. GETTING TO KNOW YOU

- ✓ How to know your audience's needs through conversation.
- ✓ How to apply what you've learned from your audience within your conversation.

PLAYTIME: Attendants will role play the conversation from the script they created in Part 7, and will receive feedback.

9. TIME FOR SOME IMPROV

- ✓ How to be ready even when you're not.
- ✓ Why you need to master the formula, not the script.

PLAYTIME: Each attendant will act out an unexpected Awesome Storytelling conversation.

10. CONCLUSION

- ✓ How to build on the program and create an ongoing mindset of awesome communication.