

SAY IT WITH A STORY™:



GETTING TRAINING TO STICK

“Wow! Our special meeting on *Stories Trainers Tell* with Lori Silverman was a hit! Lori not only shared with us some of her lesson-infused stories, but shared the recipe for crafting stories to enhance learning. Thank you, Lori, for volunteering your time to educate the Trainers’ Network on the power of storytelling.”

Paul Plamondon, Owner, Custom Training Design and Consulting,
Coordinator, Trainers’ Network

What types of training does your organization provide? What is the cost of this to the enterprise? Significant dollars are spent providing people with the necessary technical training and ongoing skill and knowledge development. Yet, no matter how experiential the training, not all of it takes hold. What can you do to increase its ability to stick? Using compelling, well-constructed, thought-provoking stories in training can accelerate learning and increase long-term recall. Learn where to find great stories, how to write stories to achieve impact, and how to best integrate them into training. Also gain tips on how to tell stories to maximize their learning potential.

YOU WILL DISCOVER...

- The benefits and pitfalls of using stories in training.
- Five proven methods for uncovering stories that communicate key points.
- How to craft a story for the purpose of training.
- How to effectively position stories within new and existing training programs.
- At least five ways to increase your effectiveness as a storyteller.

POSSIBLE FORMATS

- Keynote
- Half-day workshop
- Full-day workshop

WHO SHOULD ATTEND? YOU SHOULD IF YOU...

- Are a newly appointed trainer.
- Are a seasoned trainer.
- Design training.
- Provide on-the-job training.
- Have formal training responsibilities as part of a leadership position.

LORI L. SILVERMAN

Engaging. Captivating. Humorous. Passionate. Effective.

Lori Silverman is a speaker, consultant, trainer, and author who strives in her work to connect people to possibilities and to each other. Her savvy yet down-to-earth style has helped dozens of individuals and companies to realize their true potential and professional success. Lori’s highly energized and enthusiastic approach, and magical stories, inspire her audiences to take action. A member of the National Speakers Association, she has mesmerized 1000s of people with a variety of topics—ranging from the humorously edu-taining “Schmoozing: Meet, Greet and Speak with Ease” to weighty business topics such as “More than a Quick Fix: Organizational Change that Sticks.”

Lori owns Partners for Progress, a management consulting firm dedicated to helping organizations achieve and maintain a sustainable competitive advantage in their marketplace. She’s authored myriad articles, workbooks, and books including *Critical SHIFT: The Future of Quality in Organizational Performance* and *Stories Trainers Tell: 55 Ready-to-Use Stories to Make Training Stick*. Having earned two Master’s, in business and in counseling, and a B.S. in psychology, Lori shares a fascinating perspective with her audiences.