

LET ME PUT IT THIS WAY:



USING STORIES TO IMPACT PERFORMANCE

“Motivation must be Lori Silverman’s middle name. She can certainly move a group through some difficult concepts by creating innovative learning situations and terrific stories. Lori brings wit, energy and a depth of knowledge and information to her audiences. Be it a small group or 250, Lori accomplishes her objectives.”

Joan Gillman, Director, Special Industry Programs
School of Business, University of Wisconsin-Madison

A list of financial projections on a series of PowerPoint slides. Policies that describe what can and cannot be done. Appraisal forms that document what needs to change. Much of what is communicated about organizational and individual performance is done through writing, often accompanied by a meeting. While these modes of communication are intended to relay needed information, they may not fully produce the desired results. Stories, especially those that are compelling and well constructed, have the unique ability to simultaneously influence people’s thinking, behavior, and emotions. Learn how to find and select thought-provoking stories that have the ability to enhance performance, when to use them most effectively, and what it takes to tell them in a compelling manner.

YOU WILL DISCOVER...

- How stories can positively impact individual and organizational performance.
- Five proven methods for uncovering stories that have the ability to enhance performance.
- How to construct a story that will be remembered.
- How to effectively time the telling of stories to increase their impact.
- At least five ways to increase your effectiveness in telling stories, in the workplace.

POSSIBLE FORMATS

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

WHO SHOULD ATTEND? YOU SHOULD IF YOU...

- Supervise employees.
- Coach or mentor others.
- Are a project manager or team leader.
- Present organizational performance data.

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.