

THE BEST-KEPT SECRET IN BUSINESS TODAY



“I recently attended Lori Silverman’s ‘storytelling’ workshop—it was excellent! Lori is a well-read and upbeat presenter, and the interactive format made for a memorable day. The real-world examples in the workshop gave me ideas that I’ve already started implementing at my association.”

Larry Commons, Director of Internal Marketing
National Athletic Trainers’ Association, Dallas, TX

Nike does it. So do 3M and Armstrong Industries. Even NASA, The World Bank, and Van Kampen Investments have embraced it. Imagine being able to capture the attention of even the most distracted employees or customers and have them accurately recall what you told them. Not for a day or a week...but for a month or even a year down the road. Imagine being able to quickly and successfully communicate complex ideas. Imagine being able to inspire people to change—to try a new behavior, to let go of an old attitude, to embrace the future, and to take action. What are these organizations doing, you ask? It’s storytelling. Storytelling is considered by some to be the most powerful currency that exists today in human communications. Yet, while there are significant gains to be realized through collecting, documenting, and telling stories, we tend not to share them readily in the workplace. Learn how using stories can benefit you, your communications with others, and your organization. Also gain a wealth of ideas on where you can find and use them and what you need to do to make any story a great story for use at work.

YOU WILL DISCOVER...

- What the research shows are the benefits of using stories in your communications.
- The results that organizations have experienced through the collection, documentation, and sharing of stories.
- At least seven approaches for finding stories that can positively impact the workplace.
- How to structure stories so that they are compelling to others.
- Where and how stories can be used at work.
- How to best communicate stories to accomplish your goals.

POSSIBLE FORMATS

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

WHO SHOULD ATTEND? YOU SHOULD IF YOU...

- Desire to improve the impact of your communications.
- Need to influence others to get things done at work.
- Want changes to be successfully implemented.
- Have important information that needs to be heard by others.

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.