



## CORPORATE STORYTELLING

### **How Great Leaders Leverage the Power of Story**

Association executives are worried about decreasing memberships and lackluster member participation. Sales people freeze in major new business presentations and reel off a lot of data that puts prospects to sleep. Leaders are frustrated by disappointing employee performance and can't seem to explain what they need from their troops.

If your clients are grappling with any of these issues, or similar situations that demand crystal-clear communications and razor-sharp presentation skills, you need to schedule Evelyn Clark for your next conference, leadership retreat, or off-site team meeting. Her original Corporate Storytelling® workshop is a proven tool for identifying, crafting and telling authentic, motivational and inspiring stories that attract and retain the right people and win commitment to the organization's mission, values and goals.

### ***Corporate Storytelling: How Great Leaders Leverage the Power of Story* addresses crucial communications issues.**

A hands-on, interactive workshop designed for executives, top-flight sales people and savvy marketers—as well as professional associations and nonprofit leaders—each session immerses participants in real-life situations. Relevant examples illustrate the power of story through first-hand experience. Participants share stories with one another and get insightful feedback from their peers as well as from The Corporate Storyteller herself, a pioneer in the field of organizational storytelling who has worked with global leaders based all across North America, Asia and Europe.

The end result: Participants are equipped with the tools to transform their own and others' communication skills. They learn how to tell the right story to the right audience at the right time.

*"I wondered at first how there could be enough material to spend two days on storytelling (at a leadership retreat), but as we peeled back the layers to identify stories from our own experiences...I realized how profound storytelling is."*

--David Dunkelman, President & CEO  
Weinberg Campus, Buffalo, NY



Thousands have learned to leverage the power of story, with Evelyn Clark's help, to achieve desired results:

- keeping everyone focused on, and committed to, the organization's values and mission
- galvanizing stakeholder support
- maximizing teamwork
- increasing brand recognition
- fueling sales and profits

Every organization needs to tell its best stories to captivate all its target audiences. Help your clients learn to leverage the power of story.

Call now to schedule:

- workshops
- keynotes
- retreats

### **Evelyn Clark The Corporate Storyteller**

Author, *Around the Corporate Campfire: How Great Leaders Use Stories to Inspire Success*

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