

Making Business Stories Stars of Your Communications

Five short programs in one powerful morning or afternoon at your location

Topic	Description	Original Date*	Length Min.
Welcome	Introduce the Program and Outcome		5
Book Worth Reading <i>Leading with a Story</i> by Paul Smith	We share the author's formula for how to put a story together along with an example of a great business story that makes a point.	Dec 2017	10
Five Presentation Trends Worth Watching	Here's our five trends. We'll also share why they are worth watching and applying in your business: Ditch the podium, add a story, add light humor, use simpler language, and reduce the amount of PowerPoint	April 2017	15
The Power of the Unexpected Story	Why do millions of people watch TED talks each day? Because they have found an enjoyable format for learning new ideas and information. What does every TED speaker do well? They tell a story. In this segment we'll share three ways to come up with stories and how to add the unexpected element that makes them more memorable.	Aug 2016	30
Break			5–15
Using Storytelling to Support your Point and Build Engagement	At a previous Speaking of Business event we invited four industry leaders to share their best advice for how to incorporate stories that help make a point and build engagement. We will view short video clips from that event and have a discussion regarding their comments and how to apply their ideas to your business.	Aug 2016	45
Optional Topic	Option to add one more topic and custom activity for your team		30–45
Wrap Up	Summarize major learnings		10

* For your reference, you can view videos from the original **Speaking of Business** program at <http://bit.ly/2Cnl63y>

Speaking of Business has been Spoken Impact's most popular program ever. More than 1500 people have joined us at the Metropolitan Ballroom to participate in these fast-paced, informational programs.

Speaking of Business is now "on the road" to bring our most popular topics to you and your team.