



Note to introducer: If you have any questions, Darren's cell phone is 508-735-6504

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AV Required: Projector/Screen/Audio out of Darren's laptop.

### **BETTER STORIES, BETTER BUSINESS**

How to Tap the Power for Stories for More Influence in Less Time  
(Description)

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Anyone can tell a story online or in the boardroom, but few can truly influence through the power of storytelling. Discover the storytelling secrets that helped a shy, quiet introvert out-speak 25,000 countries to become the World Champion Speaker.

Do you have an important message to deliver? Do you want speak or be heard?

Anyone can stand in front of an audience and say words while showing slides. The true question is, "did their perspective change?"

It doesn't matter what you say, it only matters what they hear.

How do you change perspective? Great stories drive change.

We have been trained from childhood to love stories. They are part of our DNA.

Stories are breathe life into presentations, help change perspective and can make your message memorable. Great communicators *are* great storytellers.

You'll walk away with:

- The 5 Essentials of a Memorable Story
- Why Stories Matter in Business Communication
- Storytelling Secret Most Executive Don't Use

In 1992 our speaker, Darren LaCroix bombed miserably in a Boston comedy club. Just nine years later he outspoke 25,000 contestants from 14 countries to become the World Champion of Public Speaking with a very funny speech. Not only that, but people are talking about his speech over a decade after he delivered it. His key: Better Stories.

Darren has spoken in 45 International cities and teaches these techniques to Fortune 500 executives how to have more influence through unforgettable presentations.

After this presentation you won't look at stories the same away again, Darrenteed.