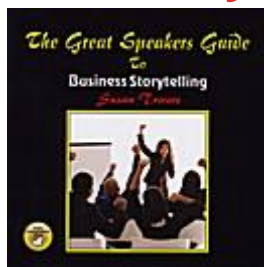


Mp3 Susan Trivers - The Great Speakers Guide To Business Storytelling



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How to Inspire, Motivate and Lead 35 MP3 Songs SPOKEN WORD: Storytelling, SPOKEN WORD: Inspirational Details: Great stories stick with people for years. Think of your favorite movies, books, videos and even advertisements. You can create the same stickiness factor with the stories you incorporate into your business presentations. Color, action, emotions, challenges, obstacles, failures and successes provide the ingredients for sticky stories. Grab your CD player, iPod or laptop, prepare to open your mind to the power of stories, and get ready to deliver the most inspiring and motivational speeches you've ever delivered in your life. And then be prepared for the audience to embrace and run with your stirring call-to-action. After all, because of your stories, they'll experience the outcome of their response in living color. Great Speaking Coach Susan Trivers mentors executives and leaders, plus sales teams and professionals, to raise the level of excitement and commitment in their audiences, getting them out of their chairs and into the action. Susans been doing this since her early years as a professor of Finance and Economics to classes full of students working full-time and while studying for their MBAs in the evening. She began to declare them CFO the first day of class, then helped them learn the intricacies of the subject by thinking of themselves as on the job and responsible for the success of their large, publicly traded companies. They forgot their fatigue and embraced the learning, often telling Professor Trivers that the image of CFO made a huge difference in their understanding of the subject and the stickiness of academic concepts. To this day Susan mentors her clients to tell stories. She helps them start at the end of their presentations with their call-to-action. Then the speaker articulates the three key points that drive to the call-to-action. The next step is to craft an attention-getting opening, which is most likely a story. The final content component is to add leading materials to preview the key points. The best lead-ins are

stories and Susan helps her clients match each key point to one of the 7 story types. You'll learn about the 7 story types in *The Great Speakers Guide to Business Storytelling*. What they are and why you need them, plus how to incorporate them into your speech. This 45 minute teaching tool is a great take home package for you and all your colleagues. People who are interested in should consider this download.

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