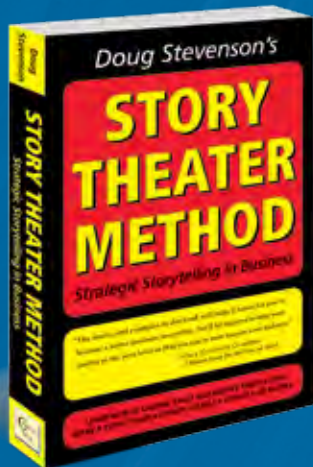




The Power to Persuade

The Magic of Story

- Stop giving boring presentations that don't connect
- Discover why data dumps don't work
- Turn a sloppy story into a story that sizzles
- Delete half your content and get double the results
- Learn how to "hide the pill in the peanut butter"
- Pump up your presentations with great stories



Storytelling Methodology

In Doug's presentation, you'll learn how to harness the power of strategic storytelling to engage your employees, clients and audiences at a deep emotional level. Using a systematic approach, you'll learn how to choose, craft and present stories that get results. Doug will unlock the "secret code" to being an inspirational speaker and storyteller. You've got the talent; now get the tools. Discover the power to persuade through the magic of story.

Doug Stevenson provides:

- Inspiring and Uplifting Keynotes
- Practical and Inspiring Skill-Building Workshops
- Webinars, eLearning, Tele-seminars



“Wow! I've had emails, phone calls, hugs and congratulations from just about everybody who attended your storytelling program. They are all feeling energized and excited. You breathed new life into us and validated our skills and deep experience as storytellers; exactly what we needed to go forth, listen and tell.

Patty Perkins
Internal Communications Solutions
Wells Fargo


“The Power to Persuade – The Magic of Story was one of the best presentation/communications classes I have taken at Amgen! It is interactive, creative, and really challenges you to think differently about delivering business presentations. Plus, everybody was on their feet telling stories and practicing what we learned. I will definitely be incorporating the use of imagery and emotion with my content!

Laura M. Mondragón
Sr. Marketing Manager
Amgen

“We brought Doug Stevenson in to teach his storytelling method to both our senior trainers and our senior management here at Oracle University. He was a huge success.

Elizabeth Wiseman
Vice President
Oracle University

For more information contact:
Story Theater International
1-719-310-8586
deborah@dougstevenson.com
www.storytelling-in-business.com

 @DougStoryCoach

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Here is a sampling of the diverse corporate clients and teams that have utilized Doug Stevenson to enhance their presentation, storytelling and communication skills. All keynotes and workshops are customized to meet the specific needs of your audience. Do your leaders and teams need to master their storytelling skills? **Contact us today.**

Amgen Biotech.....	<i>Marketing Team</i>
Blue Cross Blue Shield.....	<i>Leadership Development</i>
Caterpillar.....	<i>Global HR Conference</i>
CISCO	<i>Enterprise Solutions</i>
Lockheed Martin.....	<i>Executive Coaches</i>
Microsoft.....	<i>Regional Sales Directors</i>
National Assn. of Realtors.....	<i>Train the Trainer</i>
Oracle University	<i>Senior Management</i>
Rockwell Collins.....	<i>HR Leadership Team</i>
State Farm.....	<i>Leadership Development</i>
Wells Fargo	<i>Media Managers</i>
YPO New York.....	<i>Executive Development</i>

BENEFITS OF STRATEGIC STORYTELLING:

- Gives your audience an alternative to death by PowerPoint
- Gets people to put down their technology and pay attention
- Unleashes creativity and increases enthusiasm
- Puts your authentic personality back in your presentations
- Makes boring technical content engaging and relevant
- Makes people remember your message and take action

Doug Stevenson's highly interactive keynotes and workshops will stimulate your audience members to consider new and innovative ways to use metaphors and stories in their presentations.