



# Storytelling in Business - Breakfast Workshop



Business people leverage the art of storytelling to inspire and engage teams, fascinate customers, and gain attention from potential investors. Dale Carnegie himself used storytelling as a compelling way to communicate with others. In this workshop, you'll discover techniques for public speaking and networking, centered around telling a story that people will remember -- and that will get results.



In addition to a proven formula for presenting engaging stories, this workshop provides the basic structure to build credibility, capture attention, and call others to action. Learn steps for developing an engaging story that inspires buy-in and belief. Additional keys to effective storytelling teach you how to "narrow the action" and "broaden the benefit."



Dale Carnegie knew that storytelling was an essential ingredient for winning friends and influencing people. He knew stories connect with people, both emotionally and intellectually. Inspirational leaders use stories to convey a vision and motivate action.



Master the art of storytelling to make meaningful connections and improve business outcomes. Apply the keys to effective storytelling to optimize discussions and minimize emotional confrontations. Be the light in the room, to which everyone draws near!