



# Elevate<sup>your</sup> Impact<sup>and</sup> Influence

.....  
with **Mike Brian's**  
**Power Stories**

*Storytelling is one of the most important business skills a person can develop. Learning the structure and strategy behind story development will help participants refine and perfect this skill. The Power Story workshop educates attendees on the fundamental aspects of discovering, developing, and delivering impactful stories. Once this skill is learned, storytelling will come naturally and success will follow.*



## Program Overview

### ***Connect and change behavior with Power Stories***

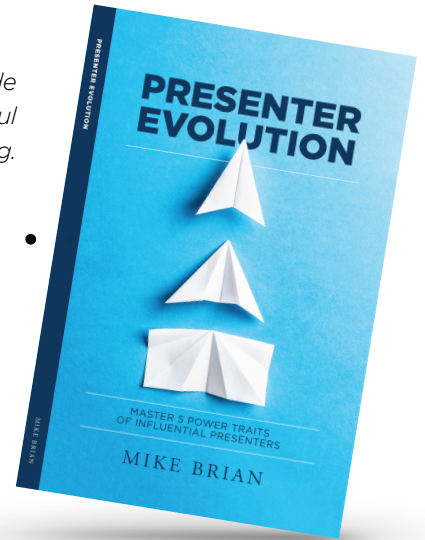
Conveying information is often considered the mission of client relations, presenting, and selling. However, in most cases, the true objective is to relate or connect with the audience so they will believe, accept, and act on the information presented.

Stories are an effective tool used to enhance communication and build relationships in any situation. In this workshop, participants will learn about my proprietary system called “The Story Cadence.” This system defines a proven technique that is easy to use and enables the user to increase their storytelling skills.

Each participant will receive a workbook to document new strategies and techniques that will help them focus their storytelling lens and cultivate their stories into powerful communication tools. Ultimately connecting their audience with their message at a deeper, more meaningful level.

# Why Mike?

Author of Presenter Evolution. A guide leading professionals to more impactful and successful presenting.



Mike has spent the last 35 years building presentations, developing marketing strategies, and cultivating brands for regional and national organizations. Mike recently published his first book, "Presenter Evolution" and is soon to release "Power Stories." Mike has encapsulated his experience in communicating more effectively, power storytelling, mastering the techniques of cultivating your leader brand and engaging your Changency to manage the impact of change.

## Workshop Overview:

This workshop teaches the structure and techniques in storytelling as well as providing proprietary tools and delivery techniques to connect with an audience. The learning objectives include:

**Discover** - Learn how to find your stories and the science behind why storytelling is so powerful in building relationships, and how to use compelling stories to communicate messages with more meaningful impact.

**Develop** - Learn how to develop your stories into behavior changing tools that can increase sales and motivate people to greatness.

**Deliver** - Attendees learn how to deliver their stories using the 'Story Cadence' a rhythm based system that will make every story more compelling.

Participants will receive digital copies of the tools provided to empower them beyond the workshop. These are editable tools in both PowerPoint™ and Keynote™ files that will help them effectively build and store their library of stories.

### Materials

Participants will receive a workbook that will provide them a structure to take notes, cultivate ideas, and document new findings.

### Program Time

The length of each workshop is determined by the client, based on specific goals and desired outcomes. Longer workshops provide a more hands on experience for the participants.

### Pricing

1-hour workshop	\$2,750
2-hour workshop	\$3,500
3-hour workshop	\$4,750

Please contact Mike for custom pricing.

*"In an effort to step-up the quality of our presentation skills, KSL-TV solicited the services of Mike Brian. He taught us the value of a message and telling a story. The byproduct was a distinct increase of confidence, professionalism and revenue."*

**Mark Weist | VP of Sales - KSL-TV**

