INTRO: WHAT CAN STORIES DO FOR YOU?
Stories — real stories — have unrivaled power to move and influence people.
- Break down walls and build trust with your target audiences
- Promote your organization’s brand in the marketplace
- Pitch and win new business
- Rally a team around a goal and enlist their support
- Market yourself better at networking events, ace a job interview, win a raise

THE POWER OF STORIES
The nature and nurture arguments behind why stories work.
- We’re raised on stories
- Our brains are hardwired for them
- Stories stick
- Ingredients that give stories their power:
  1. Stories tap into emotion (people do not respond to facts and logic)
  2. They put a face on an issue (nobody cares about process; they care about people)
  3. Stories connect us (common touchstones bring people together)
  4. They humanize us (people want to see your personal side)
  5. They raise the stakes (appeal to universal, shared values)
  6. Stories are about “show/don’t tell”

STORY STRUCTURE
What goes into a story?
- If you don’t structure it right, you’ll diminish your impact. A story is:
  o A Character …
  o In pursuit of a Goal
  o In the face of some Challenge or Obstacle
  o How they resolve that challenge is where the human interest lies
- Examples from popular culture

STORIES AT WORK
Applying the structure for various purposes and audiences:
- Align a team around a goal
- Humanize a leader
- Cut through the clutter
- Promote your brand or business

KEEP IT FOCUSED
Just as important as what goes INTO a great story is what you leave OUT.
- Less is more
- Have a goal …
- … and stick to it (storytelling is like a tree)
- Reduce clutter: proper names, numbers and dates
CONCLUSION: STAND UP, STAND OUT
Our stories are what set us apart.
  • Put energy and passion behind your words
  • Be original
  • Always be looking for stories
  • Get personal (but even when it’s about you, make it about them)
  • Don’t let fear hold you back

RESOURCES
For more information:
  • Story, the screenwriter’s bible, by Robert McKee
  • Anything by Malcolm Gladwell
  • The Secret Structure of Great Talks, TED Talk by Nancy Duarte
  • The Clues to a Great Story (NSFW! Language) TED Talk by Andrew Stanton of Pixar
  • Persuasion and the Power of Story, Video, Jennifer Aaker
  • A Day Like Any Other, Deloitte Video
  • Why Storytelling is the Most Powerful Way to Activate our Brains, Leo Widrich, Lifehacker
  • Why Your Brain Loves Good Storytelling, Paul Zak, Harvard Business Review
  • Your Brain Lies to You, Sam Wang, New York Times
  • Decisions are Emotional, Not Logical, Jim Camp, Big Think
  • Brain Wired to Remember Emotionally Charged Events, Nick Collins, The Telegraph
  • The Irresistible Power of Storytelling as a Strategic Business Tool, Harrison Monarth, HBR
  • How to Create Persuasive Content: Lessons from Aristotle, Ashley Walton, CMI
  • 50 storytelling posts on my blog

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DON’T BORE PEOPLE: BECOME A MORE SKILLED COMMUNICATOR

Sign up for Rob’s Top Communication Tips

Subscribe to my monthly email for regular tips and links to help you become a more skilled, confident communicator.

You’ll also get my free guide: 7 Fatal Presentation Errors and How to Avoid Them.

Sign up at RobBiesenbach.com.
“A Charismatic Speaker Who Delivers”

Combining insights from 25 years in business with the performance skills of a Second City-trained actor, Rob brings energy, humor and a little show business style to the subject of workplace communication.

Audience Takeaways

- Lead more effectively
- Strengthen business relationships
- Build customer trust
- Motivate employee performance
- Inspire teams
- Win more business

Select Keynote & Workshop Topics

- Unleash the Power of Storytelling to Build Trust and Influence Audiences
- 11 Deadly Presentation Sins: A Path to Redemption for Public Speakers
- Ditch the Elevator Pitch and Tell Your Story Instead
- Act Like You Mean Business: Communication Lessons from Stage and Screen
- Script Your Career: A Framework for Communication Success

About Rob

Rob Biesenbach is fighting to put an end to dull, ordinary communications. He has been working independently for 15 years, helping his clients cut through the clutter to engage employees, customers, the public and other audiences.

Rob is a former vice president at Ogilvy PR, press secretary to the Ohio Attorney General and a nonprofit and association executive. He is also a Second City trained actor and improviser who has appeared in nearly 200 stage and commercial productions.

He brings the worlds of business and acting together in his workshops and books, which are helping people become more skilled, confident communicators so they can enjoy more success in their careers and lives.

Author

Rob’s teachings are based on his popular books, available on Amazon and elsewhere.

Contact and Connect

Rob can be found at the usual places online, and via a quick Google search.

What Others Have to Say

“...In the last session on the last day of our conference, Rob Biesenbach delivered an incredibly engaging and interactive presentation. I have already recommended Rob to other colleagues looking for a great speaker.

- Emily Bosteen, Feeding America

Our high expectations were absolutely exceeded! I’m still hearing back from our alumni who are praising Rob Biesenbach!

- Rachel Pridgen, Northwestern University

A thoughtful and inspiring presenter!

- Craig Davis, AARP

Rob had us all engaged from his first words. His insights are original, actionable and entertaining. I look forward to seeing him speak again soon.

- Chris Sculles, McGuffin Creative Group

I’ve been in public relations for 26 years and I’ve had the chance to hear many fabulous presentations. This seminar is now at the top of my list.

- Andrea Schafer, Public Relations Society of America

Not only did Rob inspire our highest number of registrations yet, he brought high-energy entertainment while also giving realistic, tangible tips. I can’t wait to have Rob back!

- Annie White, Georgetown University

Watch Rob in action on YouTube

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