

WHOEVER TELLS THE BEST STORY WINS

Engage and convince others to be passionate about your ideas.

Seminar #2102

Overview

The very best stories inspire people to take action. Many consider a powerful story to be a surefire way to persuade other people to get behind an idea or goal and give it their total support. Yet, the ability to relate a story that people can connect with, are persuaded by and feel passionately about is a rare skill. This seminar will show you how to craft engaging and motivating stories that can inspire commitment and passion throughout your organization, as well as expand your professional influence. Learn how to communicate with greater energy and enthusiasm as you discover how to apply this time-proven method of building cooperation, understanding and excitement.

Schedule

- [2] days

- [2] days - **\$2,345** Non Members
- [2] days - **\$2,095** AMA Members
- [2] days - **\$1,794** GSA

Credits

1.2 CEU

Schedule

We have 7 scheduled sessions located nationwide starting between 6/18/2012 - 2/14/2013

Date	Location	Duration
Jun 18, 2012 - Jun 19, 2012	Chicago, IL	2 Days
Jul 16, 2012 - Jul 17, 2012	Atlanta, GA	2 Days
Sep 6, 2012 - Sep 7, 2012	New York, NY	2 Days
Oct 25, 2012 - Oct 26, 2012	Chicago, IL	2 Days
Nov 8, 2012 - Nov 9, 2012	Arlington/Washington DC, DC	2 Days
Dec 20, 2012 - Dec 21, 2012	San Francisco, CA	2 Days
Feb 14, 2013 - Feb 15, 2013	Chicago, IL	2 Days

Registering more than 4 people, please call 1-877-566-9441.

How You Will Benefit

- Use compelling stories to appeal to listeners' emotions and drive your points home
- Relay information in an experiential manner for greater impact and understanding
- Make a more powerful impression in meetings and presentations
- Win over, influence and gain the trust of clients, customers and colleagues
- Engage listeners with stories that naturally lead them to reach the conclusions you want them to reach

What You Will Cover

- Developing the mental agility to alternate between objective (facts) and subjective (storytelling) and which and when to choose
- Building a bridge of trust with your listeners to carry your facts, proof and benefit messages
- Learning six kinds of stories: who I am, why I am here, my vision, my values-in-action, teaching, I know what you're thinking
- Practicing the six principles of how to construct a story: developmental logic, oral language, intention, imagery, participation vs. control, point of view
- Developing, testing and telling stories that suit the situations

Who Should Attend

Business professionals at all levels, including salespersons, marketers and others who are looking for an innovative and fresh way to stimulate and engage others, in order to get the outcomes they want.

Special Feature

Receive a complimentary copy of the book *Whoever Tells the Best Story Wins* when you attend, as well as an audio CD of the six kinds of stories identified during your seminar. Receive a complimentary copy of the book *Whoever Tells the Best Story Wins* when you attend, as well as an audio CD of the six kinds of stories identified during your seminar.

Ways to Register

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email customerservice@amanet.org
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)