

STORY POWERED PRESENTATIONS

Connect quickly with your audience

Keeping a live audience engaged can be challenging. But a well-designed story quickly connects with your audience and invites them to participate. Whether your presentation is in-person or virtual, master Story Design principles and attendees will stay with you to the end.



The Story Powered Presentations Workshop equips you to create an action-packed experience for your audience that inspires them to act!

DISCOVER

You'll walk through guided steps to create an audience profile and a strong call to action.

DESIGN

Through a series of short exercises, you'll pair your relatable characters with strong conflict and begin the story-writing process.

DELIVER

Explore creative ways to deliver your story-based message to the intended audience. We'll also create slides that visually support your story and practice delivering the presentation with slides.

VISUAL 
STORYTELLING

Using Story Design, presenters can:

- Create a strong message with a clear call to action
- Connect with your audience quickly through relevant, powerful stories
- Encourage strong audience interaction
- Design slides that contribute (not distract from) your message



Rance Greene helps presenters understand their audience and what they are asking them to do. His story-based business solutions have made him a sought-after speaker and consultant. He is the author of *Instructional Story Design*, published by ATD Press. His lively workshops are noted for their practicality and, of course, stories.