



## PRESENT LIKE A PRO: HOW TO HOOK YOUR AUDIENCE IN UNDER 15 SECONDS

with Park Howell

Complimentary to IMS Members (US) per person

VIRTUAL SESSION (1-HOUR)

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Most leaders communicate and care but don't connect as they could because they lead with logic when what your audience really wants is the emotional appeal of a story. In Park's invigorating storytelling session, you will learn the foundational narrative framework of the ABT (And, But, Therefore) that hacks through the noise and hooks the primal limbic brain where all of our real buying decisions are being made.

- Understand the three forces of storytelling: agreement, contradiction and consequence that our cause and effect brain loves
- Apply the ABT to your leadership, sales and marketing communications.
- Focus your long-form communications by finding the singular narrative that quickly connects with your audience.
- Explore myriad ways to use the ABT in all of your communications.

The goal of the program is to transform you from an intuitive to an intentional storyteller using the ABT to help you become an even more confident and compelling communicator.

## PARK HOWELL

Park Howell consults, teaches, coaches and speaks internationally helping business leaders excel through the stories they tell. He is a 35+ year branding expert and host of the popular weekly Business of Story show, which is ranked among the top 10% of downloaded podcasts in the world. He is author of *Brand Bewitchery: How to Wield the Story Cycle System™ to Craft Spellbinding Stories for Your Brand* and co-author of the new book *The Narrative Gym for Business*.

Park works his business storytelling magic with such brands as The Home Depot, Hilton, The United States Air Force, Dell, Intel, McCormick & Co (The spice people), Cummins (The diesel engine people) and several universities across North America.

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