



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)

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

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 is called The World's Most Industrious Storyteller helping businesses grow by as much as 600% using his three proven storytelling frameworks. He is the host of the popular Business of Story podcast, ranked among the top 10% of downloaded podcasts in the world, which Feedspot named the #1 business storytelling podcast for 2022. He wrote *Brand Bewtichery: How to Wield the Story Cycle System™ to Craft Spellbinding Stories for Your Brand*, and his latest book, *The Narrative for Gym for Business: Introducing the ABT Framework for Business Communication and Messaging*. Park is a sought-after international speaker who helps leaders excel through the stories they tell.

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