

HARNESSING **THE POWER OF STORY**

REINVIGORATING YOUR TEAM'S APPROACH TO
COMMUNICATIONS, SALES AND MARKETING
THROUGH **EFFECTIVE STORYTELLING** ›

22x

According to a **Stanford University** study, stories are 22 times more effective than facts alone.

1

Prosek / **Storytelling Workshop**

Prosek's Storytelling Workshops empower attendees to uncover the most compelling stories within your organization.

In the course of a 2-hour session, we will equip your key communicators, marketers, salesforce and C-suite executives with techniques and tools to tell your company's story more effectively to generate real bottom line growth.

Our **Storytelling Workshops** are structured to help companies better communicate with influential audiences, including media, customers and prospects.

We have two tailored Storytelling Workshops, both with different objectives for your team.

Workshop #1: Storytelling Redefined

After participating in this workshop, your team will be able to:

- Communicate more persuasively and effectively in sales, presentation and negotiation scenarios
- Emulate best practices from FORTUNE 500 brands already using storytelling
- Better engage audiences by integrating stats with stories
- Navigate the new media landscape for compelling storytelling
- Continually refine your organization's story in the marketplace

Workshop #2: Storytelling for Your Bottom Line

The second course in our storytelling curriculum is designed to capture your organization's unique stories. This session includes:

- Formulating and uncovering the key stories that define your organization's culture, experiences and value proposition
- Refining your collection of anecdotes and narratives into a database that can be used for sales and marketing presentations, speeches and other corporate communications
- Ensuring that your organization is continuing to capture stories that will help drive business results

The science behind customer behavior.

fMRI neuro-imagery studies have shown that individuals more often use emotions, not information, when evaluating brands.

— Murray, Peter Noel, Ph.D. “How Emotions Influence What We Buy.”

Prosek / **Storytelling Workshop**

Storytelling is a powerful tool to change perceptions. Prosek will help you harness your unique organizational stories in a way that unlocks real business opportunities.

For more information on the Prosek Storytelling Workshop email **storytelling@prosek.com**

OUR PRESENTERS**Jen Prosek, Founder & CEO**

The founder and CEO of Prosek Partners, Jen has made a career out of telling compelling stories for financial brands. Jen is also a storyteller in her own right—she’s the author of “Raising Can-Do Kids” and “Army of Entrepreneurs.”

Hal Bienstock, Senior Vice President

A 15-year veteran of brand strategy and corporate communications, Hal has worked with some of the leading brands to tell their stories to both consumer and corporate audiences. Hal is a former journalist with CNBC, MSNBC and other news outlets.