

GREAT LEADERS INSPIRE BY TELLING GREAT STORIES

It's 8:30 A.M. and in thirty minutes you're going to be on stage. Your goal? To reach your people with an impactful message that will mobilize and inspire them. You're a great leader at the head of a great organization but the challenge for you and your senior staff is that every speech, town hall meeting or media interview must be more than delivering information - it must drive your internal or external audience to take action.

**How can you motivate the people who will grow your business?
With a humble, authentic and inspiring story.**

You can probably recite countless amazing facts about why your business is the best - yet studies have shown that people don't remember facts. Facts don't inspire. What inspires is the story hidden within the facts. **Great leaders inspire by telling great stories.** In fact there's scientific proof that well-crafted stories actually change brain chemistry and inspire people to feel, remember, and take action. Stories have the power to make you authentic to your audience..

That's where we come in. We will teach you how to use stories to express your unique personality in a humble, authentic and inspiring way. Here's how...

3 Steps to Inspire By Telling Your Story

Listen

We begin by listening. We meet with you to learn about your role as a leading character in your organization's story. We learn about your organization's history, including the key moment that brought you and your organization together. And of course, we learn about your vision for the organization's future.

Coach

What you say, how you say it and how you LOOK when you say it has the power to lift others up and work toward a common mission. We coach you to master the secrets behind great storytelling featuring your own and your company's many achievements even in the face of adversity.

Counsel

We continue to help you fine-tune your stories so they convey your messages in an authentic and mind-blowingly interesting way - in the boardroom, town hall meeting or media interview.

**Great leaders inspire by telling great stories.
Invite us in for thirty minutes to see how.**

Barry Martin
Co-Founder • Chief Strategist
barry@tell-ignite.com
212.851.6102

Jeff Pucillo
Co-Founder • Chief Storyteller
jeff@tell-ignite.com
323.895.0510



**TELL'
IGNITE**