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USING THE POWER OF STORY TO WIN NEW BUSINESS

Introduction

Opening Story
Why Story Matters

Why Stories Connect

The audience allows us in
Stories move us emotionally
Story models the behavior we seek

How To Tell Stories to Win New Business

Lessons from Myths and Movies
Leverage the bright spots
Speak human
Story Structure

Mining Your Firm For Meaningful Content

Where to look for stories
How to develop and refine stories into something meaningful
How to make your story memorable: Made to Stick

The 4 Stories All Firms Most Tell Masterfully

The Founding Story shows where the firm has been
The Purpose Story explains why the firm exists
The Vision Story projects where the firm is headed
The Self Introduction Story creates intrigue for the audience to find out more

Where To Tell Your Stories

Project Sheets
Case Studies
Presentation Interviews
Bios
Website About the Firm
Web Video

Conclusion

Review
Q & A with prizes
Wrap-up and Charge to change the world