



BUSINESS STORYTELLING: TIPS & TECHNIQUES

Suzannah Baum
suzannah@suzannahbaum.com
www.suzannahbaum.com

[@suzannahbaum](https://www.instagram.com/suzannahbaum)

WHY ARE WE HERE?



Storytelling is by far the most underrated skill in business.

— Gary Vaynerchuk —

AZ QUOTES



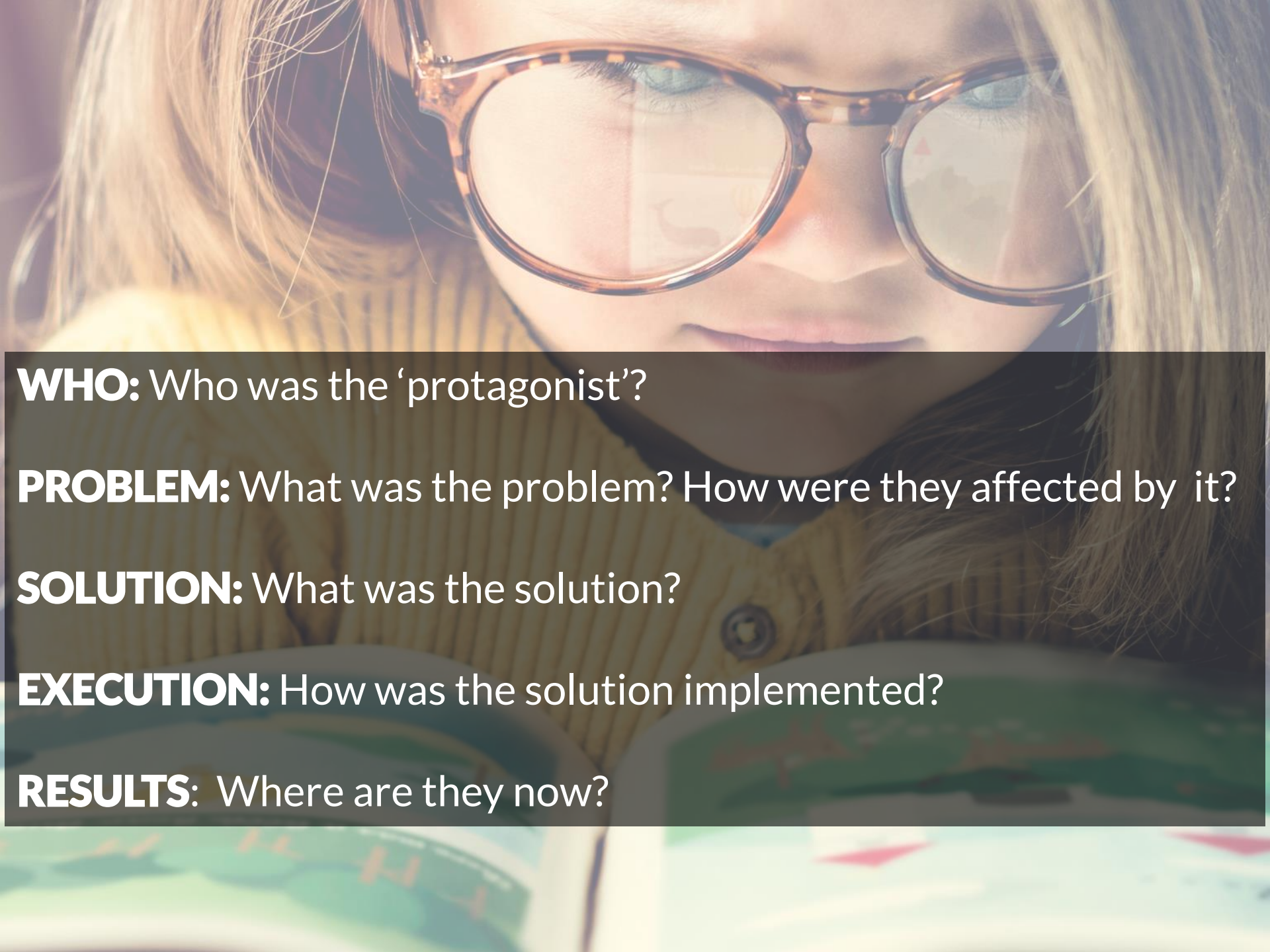
1. Choose one past (or upcoming) prospect and corresponding presentation
2. What do they need to hear for you to EDUCATE, INSPIRE and PERSUADE THEM?
3. Note down these elements of the Diamond:
 - Problem statement
 - Main Idea
 - 3 Key Points
 - Strong Close / Visionary Conclusion

STORYTELLING

DEFINITION:

Storytelling is the meaning generated, intentionally or unintentionally, in the process of presenting your message to an audience.

(Forbes, Six Tips To Telling A Better Business Story, Oct. 2015)



WHO: Who was the 'protagonist'?

PROBLEM: What was the problem? How were they affected by it?

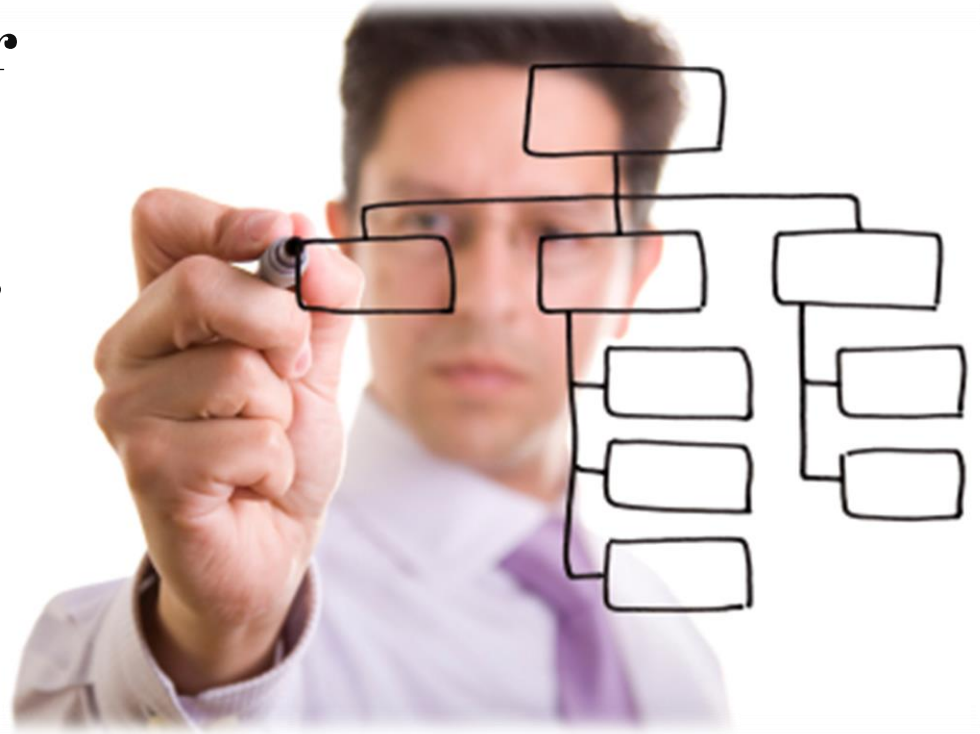
SOLUTION: What was the solution?

EXECUTION: How was the solution implemented?

RESULTS: Where are they now?

“No tribal Chief or Elder has ever handed out statistical reports, charts, graphs or lists of facts to explain where the group is headed or what it must do.”

Peg Neuhauser, author & business consultant





1. Choose ONE or TWO (or more) past clients who experienced great results from an Amaris project.
2. Create the storytelling framework:
 - Who?
 - Problem
 - Solution
 - Execution
 - Where are they now?



THANK YOU!

Suzannah Baum
Presentation Skills Strategist,
Executive Speech Coach, Keynote Speaker

(514) 247-1761
suzannah@suzannahbaum.com

www.suzannahbaum.com
www.signaturespeechthatsells.com

Twitter: [@suzannahbaum](https://twitter.com/suzannahbaum)