
















Don't You Forget About Me!
Personal Brand Storytelling


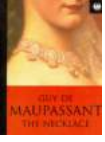
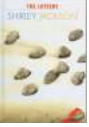


March 15, 2016
 11AM - 11:30AM
 Room: Colorado F
 Michael Cummings / @cumingsmj
 Addy Kujawa, CAE / @addykujawa

Stories





Storytelling

- Corporate Brand > Message > Story





The “Story” is Proof That You “Walk the Walk”

- Stanford Research – Statistics alone have a retention rate of 5-10% but when coupled with anecdotes the retention rate rises to 65-70%
- 80% of what we learn is gone within 24 hours
- People have a capacity to remember about 150 names and faces but that goes up with anecdotes



What Prevents Us?

- I don’t have good stories
- I never think of it in the moment
- I have a hard time gauging interest
- I don’t know when to stop talking



What Makes You – and Your Story - Memorable?

- **Purpose:** Business objective / message
- **Audience:** The audience understands the context
- **Detailed Language / Imagery**
- **Drama** / Conflict / Vulnerability / Suspense / Irony / Humor
- **Brevity / Pacing** 90 - 120 seconds



What can you do?

- Identify your key signature messages
- Determine the anecdotes that support your messages
- Keep a story log / Categorize them within your messages
- Practice: cadence and timing
- Know your audience and the situation
- Retire your stories



Thank You! Any Questions?

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