Become a Persuasive Business Storyteller

Dean Hyers – Co-Founder and Principal
Sage Presence

COLLEGE OF CONTINUING EDUCATION
UNIVERSITY OF MINNESOTA
Welcome

• Thank you for joining us for this College of Continuing Education webinar

• Become a Persuasive Business Storyteller

• Moderator: Alaina Gallagher
  Information Center Representative
  College of Continuing Education
Please submit questions at any time during the webinar. Questions will be addressed at the end of the webinar as time permits.

Click the “Q&A” button.

Type your question and click send.
Webinar Recording

• A link to a recording of this webinar will be e-mailed to all registrants

• You can expect to receive the webinar link in the next few days at the e-mail you submitted during your registration
Facilitator

Dean Hyers - Cofounder and Principal

- **$3.7 Billion Track Record** Coaching Competitive Sales Presentations/Interviews

- **14 Year’s Training** Corporate Presentation, Leadership Communication, Networking, and Business Development

- **Psychology Degree** from Gustavus Adolphus College

- **Acting Trainer** for Screen Actors and for Government Covert Agents at the Federal Law Enforcement Training Center

- **Independent Filmmaker** Creative Director in Media Advertising, and Directed an Independent Feature Film Distributed by Warner Brothers
What Are Your Make-or-Break Business Stories?
What Do You Want to Experience?

• Confidence
• Connection
• Knowing what to say
• Feeling passion/energized
• Engaged audience
• Commitment to action
  (clear buy-in)
What Gets In Your Way?

- Fear
- Sense of disconnection
- Not knowing what to say
- Numbness
- “Crickets”
- Ambiguous commitment (unclear buy-in)

- Confidence
- Connection
- Knowing what to say
- Feeling passion/energized
- Engaged audience
- Commitment to action (clear buy-in)
Cornerstones of Storytelling

Connection

Message  Delivery
Connection
The Fear/Calm/Excitement Spectrum

**Activity**
- Appreciating
- Accepting
- Resisting

**Thought**
- “This is good” “I like it”
- “This is OK” “I can stand it”
- “This is bad” “I hate it”

**Feeling**
- Reduced
- Anxiety
- Anxiety
- Anxiety

**Body Language**
- Excitement
- Enthusiastic
- Indifference
- Scared
Appreciating is a practice.

Ask the question:

“What can I appreciate about this person / thing / situation?”
Getting Clear About the Practice

- Appreciation
- Eye Contact
- Feedback
- Attention

You  Them
Connection with an Audience

Eye Contact Example at: www.DeanHyersTEDx.com
<table>
<thead>
<tr>
<th><strong>PROBLEM</strong></th>
<th><strong>SOLUTION</strong></th>
<th><strong>GOAL</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Negative Feeling</td>
<td>Action to Take</td>
<td>Desired Feeling</td>
</tr>
<tr>
<td>Fear</td>
<td>Appreciating</td>
<td>Excitement/Warmth</td>
</tr>
</tbody>
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<tr>
<td>Body Language Tone</td>
<td>Action to Take</td>
<td>Desired Body Language Tone</td>
</tr>
<tr>
<td>Nervous/Hesitant</td>
<td>Direct Eye Contact</td>
<td>Confidence</td>
</tr>
</tbody>
</table>

Where is your attention when you are presenting with warm confidence?

a. _____________  
b. _____________

What can you do prior to presenting with the “butterflies” feeling or anxiety?

a. **Individuals in Your Audience**  
b. **Your Content**  
a. **Appreciate the Extra Energy**
What do you know now?
What comes easily for you?
What skills would you like to strengthen?
Message
# Building Stories vs Telling Stories

## Audience:


## Main Character:


## -B

**Not-So-Happy Beginning**

(____) Situation:

(____) Feeling:

## M

**Middle Action**

(____) Situation:

(____) Feeling:

## +E

**Happier Ending**

(____) Situation:

(____) Feeling:
Structuring a Presentation

- **INTRO**: Hook, Credits, Introduction
- **MAIN BODY**: Points 1, 2, 3
- **CLOSE**: Points 1, 2, 3
- **Q/A**: Question mark

Points:
- Point 1: -B + E M
- Point 2: -B M + E
- Point 3: -B M + E
- Point 4: -B M + E
- Point 5: -B M + E
- Point 6: -B M + E
- Point 7: -B M + E

- **HOOK**: Introduction
- **CREDITS**: Credits
- **M**: Main Body

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What do you know now?

What comes easily for you?

What skills would you like to strengthen?
Delivery
Dynamism Made Visual

Non-Dynamic: 

Dynamic: 

More Dynamic:
Formula for Dynamism

Dynamism = CHANGE
Dynamics of Presenting

Eye Contact  Speed  Movement

Volume  Gesture  Emotion
What do you know now?
What comes easily for you?
What skills would you like to strengthen?
REVIEW: Become a Persuasive Business Storyteller
WINNING PRESENTATIONS
FOR MAKE-OR-BREAK MOMENTS
AVAILABLE JANUARY 4th, 2016

www.SagePresence.com
Questions?

- If you have questions after the session, please contact CCE
Questions?

Thank You For Attending

Look for an e-mail with a link to this presentation in the next few days.

Upcoming course dates:

Negotiate for Agreement – December 8 & 10, 2015

The Human Resource Audit – December 9, 2015

Communicating Across Cultures – December 11, 2015

For more information:

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