



## TELL YOUR STORY. BE REMEMBERED.

Think about the typical speaker. S/he stands before a group, and gives a presentation based on what?

That's right, facts and figures.

If you're having a really good day, that information is printed on a series of Power Point slides in 10-font print. This isn't a lesson about avoiding facts and figures, which can be an important part of a presentation.

The point of this lesson is to not be like most speakers. Don't rely on facts, figures, and slides. Instead, tell well-crafted stories, and you'll stand out from the crowd.

Remember this phrase:

**Stories connect; facts and figures disconnect.**

In the last lesson, you were reminded that human beings have always told stories because they make a deep emotional connection. Remember the words of the late Bill Gove, the founder of the National Speakers Association. He was credited with saying:

*"If you want to make a point, tell a story."*

That is great wisdom, and excellent advice. With all the respect in the world for Mr. Gove, I would add one word to his suggestion.

That word is...

'Well.'

*"Make a point, tell a story well."*

We've all been the victim of the storyteller who rambles incessantly with no point.

Perhaps someone in your family has this skill. They can definitely tell stories, but they lose our attention fairly quickly.

My client Patti was a self-confessed ‘rambler.’ When we met, she said, “Michael, I really need your help. I’ve agreed to give a keynote speech for the Chamber, and I’m waking up every day feeling sick. I’ve got knots in my stomach. They’ve only given me 25 minutes to speak and I don’t think I can do it.

“I KNOW that I talk too much. I can’t get focused, and when I end the monthly meetings at my organization, people are s-o-o-o relieved. Can you help me?”

The interesting part of her dilemma is that she wasn’t scheduled to give her keynote speech for another eleven...months! She was looking at the possibility of nearly a year of morning sickness, Alka Seltzer and sleepless nights.

Fortunately, she avoided that fate. On the night she gave her speech, she finished three minutes ahead of schedule, she received a standing ovation, and donations of time and money to her organization.

What changed? How did she experience such a dramatic shift?

She learned many of the tools and processes that you’ll learn in the coming weeks. She became a speaker who harnesses the power of story to change and inspire lives.

Creating a compelling vision of the future can make the difference between being a leader others follow, or someone who is quickly forgotten.

In 1962, President John Kennedy stood before a crowd of over 40,000 people in Rice Stadium in Texas, and laid out an ambitious goal for the United States:

*“We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.”* (To watch the video [click here](#) - fast forward to the 9:12 point in the speech).

Is this a story in the traditional sense?

Technically, no.

However, it is a vision of the future. It’s a story of millions of Americans working together with a common goal - winning a race to be the first to another celestial body; to advance the world technologically.

President Kennedy could have said, “We will make a \$25 billion investment, involve 1.5 million American workers, and invest 7-1/2 years to reach our goal.” Although the numbers are correct, they wouldn’t have inspired the public in the way his emotional language did.

That is the power of story. You and I will probably never have the opportunity to set such a lofty goal as inspiring Americans to visit distant moons or planets. Yet your story can inspire others. As you prepare your next presentation, remember, to make your point, you should tell a story well. In the coming weeks, you'll learn how to do just that.

**ACTION STEP:** Take time to think about events in your life that changed the way you look at the world. It could be something as simple as a conversation with a teacher or mentor, or as extreme as a serious illness.

Consider the way that event changed you, and the common emotions that event created that will connect you to others. Record those thoughts in your file.

## FEATURED RESOURCE

### **Speak. Inspire. Lead.** ***Modern Coaching For The Modern Executive***

Imagine standing before a boardroom, or presenting to team members and peers, ready to deliver a presentation with **confidence and clarity**. Your words **resonate**, your ideas **captivate**, and your listeners are **fully engaged**.

If you can master public speaking, then you **unlock the full potential** of your leadership. Enhanced communication leads to **better decision-making, stronger team alignment**, and more **impactful leadership**.

But many executives struggle with public speaking. Nervousness creeps in, filler words disrupt the flow, and the message loses its impact. If you don't address these issues, then your ability to influence and inspire will diminish, your team's performance may suffer, and your leadership effectiveness will be compromised.

So, take advantage of our unique offering that combines the power of Yoodli, the AI-powered speech coach, with personalized coaching sessions. Here's how we can help you transform your presentations:

- **Personalized Speech Analysis**
- **Custom Challenges And Practical Exercises**
- **One-on-One Coaching**
- **Goal Setting And Development Plans**

By leveraging Yoodli and personalized coaching, you'll enhance your **public speaking skills** and strengthen your leadership **presence and influence**. Improved communication leads to **better team collaboration, increased confidence** in your leadership, and a greater ability to **inspire and motivate** your peers.

If you're ready to elevate your presentation skills, check out this valuable presentation coaching tool, and transform your speech into your most powerful communication asset!

Take the first step towards becoming a more compelling and effective speaker with a brief online review. Schedule time with me here: <https://calendly.com/speakingcpr/30-minute-call>

## RAVING FANS

*“Michael’s coaching sessions were amazing! I **learned more about storytelling in six weeks** than I have in my last 16 years as a speaker. Michael gave me the skills and confidence to speak to an audience of over 3,000 people.”*

~ Michael Pope  
Certified Maxwell Trainer and Speaker

*“Your presentation on TED talks was the **very best I have heard** on the subject. Congratulations on a **content-rich, superbly-presented** program.”*

~ Patricia Fripp  
NSA Speaker Hall of Fame, Executive Speech Coach

*“Thank you for your presentation. It had an outstanding turnout. I received an **unprecedented amount of extremely positive feedback** on both the program content and the way you presented it.*

*Through your efforts our members have gained important knowledge and **expanded their project management skill sets**; which ultimately serves to **improve project management at AT&T**”.*

~ Terri C. Kidd, ATT

*“Michael Davis was **one of the best coaches** I ever worked with. I would recommend Michael, as a story and speaking coach to **anyone with a high stakes talk to give**. Michael will help you take your speech from **good to great!**”*

~ LTC (Ret.) Scott Mann  
Green Beret, TEDx Speaker, Author, Speaker, Trainer

*“Michael session helps you gain clarity on your presentation and your entire message. His points are **valuable, easy to understand and quick to implement**. Watching his session was a **master class on how to give a presentation**.”*

~ Jody, Ohio Real Estate Investors Association