

# Doug (Story) Stevenson, CSP

## Lead, Persuade and Sell with Strategic Storytelling

Please contact a GDA agent for information.

### Topics

- Business
- Communication
- Influence
- Leadership
- Sales
- Storytelling

### About Doug (Story) Stevenson, CSP

Logic explains. Stories persuade. If you need to be more persuasive and influential, you need to master the art of storytelling in business. If you need to close more sales, you need to tell a better story. If you need to raise more funds or influence people to embrace change, you must become a better storyteller.

My keynotes and workshops are entertaining, instructive and interactive. I often customize a handout for my audience members so they can take notes. For over 20 years, I've been teaching the science of the art of storytelling for business communication. I wrote my book, *The Story Theater Method*, in 2003.

Story is the universal language. It communicates across all barriers of race, religion, ethnicity, generations and physical boundaries. I've taught my Story Theater Method in 18 countries from Boston to Bogota, Chicago to Copenhagen and from Tucson to Tokyo. Story works. Story connects. As a child of the sixties I can even say, Story Rocks!

Many of my clients are too dependent on facts and data. They put their audience into a content coma. They hire me because they need to make an emotional connection while still communicating technical information. Is it possible to tell a story and have your data too? I can show you how.

A small sampling of my clients includes: Google, Verizon, Coca Cola, NBC, Deloitte, Blue Cross Blue Shield, Pfizer, Con Agra Foods, Caterpillar, Microsoft, SAP, Wells Fargo, US Bank, Aetna, Lockheed Martin, The American Education Assn, The National Association of Realtors, The American Medical Association, Rockwell Collins, Junior Achievement, Amgen, AAA, Oracle University, Red Bull, Deco Proteste, Asurion, Medstar Hospitals and hundreds of associations and non-profits.

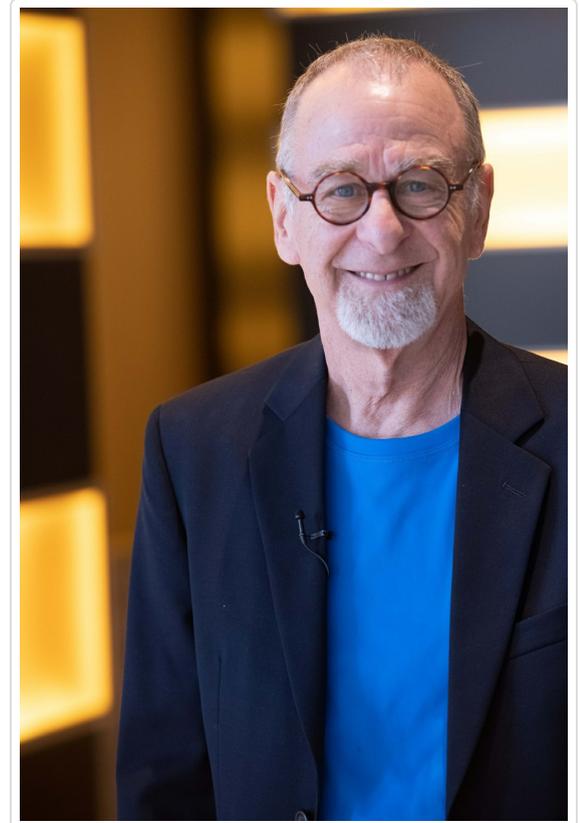
I am also a two-time TEDx speaker and TED talk speakers' coach. I've coached hundreds of people on their speeches and stories and have taught thousands more my storytelling methodology. Let's get on the phone and talk about what we can do together.

### Select Keynotes

- **Aikido Selling - Sell It with a Story**

Facts fade - data gets dumped – but stories persuade. This is a keynote or workshop that illustrates how to use strategically chosen and crafted stories in a sales conversation or presentation. If your salespeople are guilty of showing up and throwing because they default to facts and data without making an emotional connection, Aikido Selling is the answer. Aikido is a martial art defined as “the way of blending energy.” Never again will your people overcome objections with facts and data alone. There is a better way, the Aikido Selling way.

1. Make an Emotional Connection
2. Open with a Story – Close with the Data
3. Find Your Yoda
4. Pick One Point
5. Use Dialogue



6. Create Story Surrogates

7. Be Unforgettable

- **Lead, Engage and Persuade with a Story - Leadership Keynote**

This entertaining and instructional keynote or workshop helps leaders understand why stories are an effective leadership strategy and how they can be used to make an emotional connection with employees, stakeholders and customers. Doug shares Seven Story Rules for choosing, crafting and delivering powerful stories. In addition, he illustrates how you can embed data in a story. Emotion is the fast lane to the brain. When you master the craft of storytelling, you leave a lasting and positive impression each time you speak. Never be boring again. Here are the Seven Story Rules:

1. Be Strategic

2. Pick One Point

3. Find a Yoda

4. Sell It with a Story

5. Make an Emotional Connection

6. Stick the Landing

7. Be Unforgettable

### Select Book Titles

- **2003:** Doug Stevenson's Story Theater Method

### Select Testimonials

"We brought Doug in to be the opening keynote speaker for our 2016 senior leadership summit. The room was filled with 120 of our VP's and above, so the stakes were pretty high. The greatest accolade I received in relation to Doug's storytelling keynote was when our CEO texted the senior manager of talent development saying we absolutely nailed it with our keynote speaker. There is no question that Doug is one of the top tier speakers on storytelling in a business context." Adnan Barqawi, Asurion

– *Asurion - High-tech Firm*

"On behalf of Caterpillar Inc. and the nearly 300 Operations, HR and Communications managers who attended our Global Engagement Conference, thank you for a truly awesome session. Your delivery was engaging, enlightening, and entertaining. Your presentations were the two highest scoring sessions in our entire conference. Your breakout session was also the only standing room only one of the entire conference. Your storytelling methodology and engaging delivery were great. Thank you again for your passionate and persuasive message."

– *Brian R. Gareau, OE + E Manager, Caterpillar*

"Doug Stevenson has built a reputation as a storytelling in business expert. When Deloitte asked me to find someone to teach storytelling skills to our associates, I hired Doug. He worked with me to create a highly customized workshop, even going so far as to incorporate our corporate themes into his workbook. Doug is a true professional. If you're looking for a storytelling speaker or trainer, I highly recommend Doug Stevenson." Alexandra Davis, Advisory Talent Development, Deloitte

– *Deloitte - Financial Services*

"We brought Doug Stevenson in to teach his Story Theater Method to both our senior trainers and our senior management here at Oracle University. He was a huge success. Since that time, I've personally used what I learned from Doug and have found it to be practical, valuable and fun. I've also hired him two more times to work with other groups. His workshop is both inspirational and very practical, with easy-to-use tools and techniques. I highly recommend him. Doug Stevenson delivers!"

– *Elizabeth Wiseman, VP, Oracle University*

"Recently, I used many of the storytelling skills that you shared during your presentation at our leadership retreat. Those skills helped me connect with the audience and take them on a journey....Your unique and engaging style of teaching storytelling made a big difference in my presentation."

– *Frankie Eichenberger, Regional Market Manager, US Bank*

"The Power to Persuade – The Magic of Story with Doug Stevenson was one of the best presentation/communications classes I have taken at Amgen! It is interactive, creative, and really challenges you to think differently about delivering business presentations. Plus, everybody was on their feet telling stories and practicing what we learned. I will definitely be incorporating the use of imagery and emotion with my content! Thank you Doug!"

– *Laura Mondragón, Sr. Marketing Manager, Amgen Biotech*

"This was an awesome learning experience with a storytelling guru. I'm so inspired to use storytelling in our day-to-day communication, internally and with partners and developers worldwide. Thanks for the opportunity." "I just loved this session! I might take the risk of saying that it was the best "workshop" I ever attended. I came out of there super motivated of thinking about my own stories, and starting to be more persuasive while communicating."

– *Outsystems - Portugese Technology Firm*

"My firm hired Doug to do a 3-hour business storytelling workshop for our Private Client group prior to our annual meeting. Our associates are pretty demanding and anything less than excellence is not worth their time. Doug made it worth their time. He teaches very practical storytelling skills that are easily understood and specific to the kind of client conversations we have on a daily basis. Hiring Doug was the right choice."

– *Scott Brophy - Banking Executive*

"Doug gave an outstanding keynote at our national conference in New Orleans. CMMA (Communications Media Management Association) is an organization of media and communications leaders in corporate, government and education. Our group of mostly fortune 500 companies gave Doug our highest presenter rating and felt that he provided "very practical tips with specific usage" that they could put into action. Storytelling is vital for effective communications and Doug certainly delivers that message in a targeted, enthusiastic and engaging presentation! If you're looking for a storytelling in business speaker, Doug Stevenson should be your first call."

– *Steve Tingley, President, Communications Media Management Association*