

## How Everyone Benefits When Leaders Tell Their Stories

Whether you're a leader or you work closely with one, this session teaches you how to connect with people through the immense power of story. Drawing from his new book *Storytelling for Business – The Art and Science of Creating Connection in the Digital Age*, Rob has crafted an interactive leadership storytelling session where you will:

- Learn how to use Rob's *Does it Matter Matrix?* to assess what leadership stories are worth telling or tanking
- Learn how Rob's three-point *Leader Meter* moves leaders from thinking about telling their stories to getting leaders actively involved in creating them
- Learn the most effective strategies to share leaders' stories (internally and externally)
- Learn how to measure leaders' storytelling initiatives
- Learn why storytelling is scientifically proven to connect people essential to your organization's success
- Learn Rob's top five *Lessons Learned* in leadership storytelling
- And much more!

## Messaging for the Mainstream

Depending on your industry, communicating with the appropriate level of technical language to your key stakeholders ensures that consistent and accurate terminology is understood. While your lexicon ultimately serves the highest standards of quality, the terminology and jargon utilized can make it difficult to understand for the mainstream, including the media – an essential stakeholder that often disseminates your public affairs’ initiatives. In *Messaging for the Mainstream*, you will:

- Learn what makes a compelling message that influences people
- Learn what strategies balance the integrity of your profession’s terminology with simplifying your messaging for external audiences
- Learn Rob’s three-point *Message Making* structure for drafting messaging
- Learn how to assess what words work well for messaging (and what words don’t)
- Learn Rob’s *Pick-a-Platform* matrix that helps you pick the right messaging medium
- Learn that how you deliver your messaging is as important as what you’re saying
- Learn how to communicate your most important messages without ever saying a word
- Learn the science behind communicating your messages
- And much more!

## How Telling Your Story Can Grow Your Business and Unite Your Industry

Truly effective associations and organizations are often only as good as their contributing members. With competing interests, especially for business, members can inadvertently act as adversary rather than an ally. In *How Telling Your Story Can Grow Your Business and Unite Your Industry*, you will:

- Learn why you and your business are stronger when you participate in shaping and sharing storytelling initiatives, even with competitors
- Learn how to avoid competing interests that can harm your business, your association, and your industry
- Learn how you can harness your advocacy initiatives in alignment with your stories
- Learn why telling difficult stories is not only necessary, but your responsibility
- Learn how to incorporate your messaging into your business to support your association or industry
- Learn proven advocacy strategies that can unify your industry and increase external support
- Learn how to identify and tell mutually beneficial stories with Rob's easy-to-implement *Story Selector*
- And much more!

## Five Priorities for Communicating in Crisis

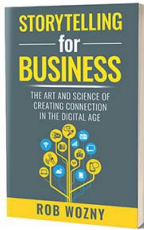
In Five Priorities, you will:

- Learn why it's essential to Get the Facts straight and how to communicate effectively to stakeholders even when you don't have all the information yet.
- Learn how to create a Touchstone Team and why it will be your most important resource before, during, and after a crisis.
- Learn how to develop a Crisis Assessment protocol that will guide your organization in assessing various levels of crisis, putting action plans in place to respond accordingly.
- Learn what are the Essentials Strategies of a crisis communications plan that will ensure the right people know the right information at the right time.
- Learn why the greatest opportunity to manage your organization's next crisis will come from a timely Crisis Communications Debrief after the current crisis passes.
- BONUS! Learn how to develop Crisis Mitigation Strategies that can lessen or eliminate the negative impact of a crisis.

## One-on-One and Small Group Sessions Available

If you'd like Rob's Storytelling for Business offerings for one-on-one or small group sessions, contact Rob to learn more...

## Special Pricing for Rob's Book



Many of the case studies and lessons shared in Rob's sessions are covered in greater detail in Rob's new book, *Storytelling for Business – The Art and Science of Creating Connection in the Digital Age*. It serves as that perfect take-away for participants wanting more! Special pricing is available for bulk orders. *Storytelling for Business* was recently nominated as a finalist in the category of International Business Book for the 2023 Business Book Awards (UK).

## About Rob Wozny, SCMP



As an experienced business communicator and storyteller, including published author, Rob Wozny has served in some of the most senior communications, content, and editorial roles, ranging from vice president (communications & content) / lead spokesperson for a major league sports and entertainment company (True North Sports and Entertainment) to senior lead news anchor / supervising producer in leading Canadian newsrooms (CTV News, Global News). Rob's storytelling has been recognized by the Canadian Association of Broadcasters (CAB), International Association of Firefighters (Media Awards), and Manitoba Motion Picture Industry Blizzard Awards).

Currently, Rob is also a co-owner of a boutique publicity and content marketing firm, Sound Strategy Communications, which has served a diverse range of clients since 2006. Well-positioned to deliver insightful and credible business storytelling training, Rob has earned the trust of prominent leaders and business owners who regularly seek his counsel and strategic vision.

Committed to professional development, Rob has earned the Strategic Communication Management Professional (SCMP) designation from the Global Communication Certification Council (GCCC). Rob holds a degree in Rhetoric, Writing & Communications, along with a diploma in Public Relations, and Certificate in Management (CIM) from the University of Winnipeg.

## Book Rob Wozny for your event or professional training

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