

NEVER BE BORING AGAIN

**Make Your Business Presentations
Capture Attention, Inspire Action
And Produce Results**

DOUG STEVENSON

DOUG STEVENSON has been a Hollywood actor, owned his own carpentry and remodeling business, worked as a mobile disk jockey and built his own real estate brokerage. He began teaching presentation skills in 1990 and is today a public speaking coach, speech writer and presentation consultant. His proprietary speaking methodology, The Story Theater Method, is now used by thousands of clients worldwide.

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MAIN IDEA

The key to giving dynamic business presentations is to tell compelling and well-crafted stories that bring the principles to life for your audience. To become a better public speaker and genuinely connect with your audience, learn how to tell stories well.

Quite simply, well-crafted stories are the best way available to deliver content. Stories help people relate to what you're saying. They are a bridge which connect the speaker and the audience. When you tell a story, people get caught up in what you're saying, and visualize how it relates to them. They give you their full attention.

To never be boring again when giving business presentations, enhance your ability to tell memorable stories.

"You're not finished talking 'til you've told a story."
– Doug Stevenson

"When you start telling a story, and you really get into it by having fun and letting yourself go, then people listen with full attention. That's what it's all about – getting their full attention. In order to do that you've got to have something better for them to listen to, something more interesting than the noise going on inside their heads. You've got to catch their attention. Stories are the best way to deliver content. Using a well-crafted story is the key to winning over resistant audiences. If you have to give bad news, sharing a story often makes listeners understand a decision and accept it, even when they don't like it."

– Doug Stevenson

1. The benefits of storytelling in business

Being a good storyteller will enrich your presentations and enhance your credibility as a speaker. Using a story is the absolute best way to help people understand and "buy into" a new idea or initiative. Even better, stories can make abstract business concepts real and meaningful, which means listeners will internalize what you're saying.

2. The Story Theater Method - A simple formula for connecting with any audience

A great story should be like a memorable one-act play at your local theater. Instead of just telling a story, you need to find ways to act it out and make it come alive in the minds of your listeners. You have to blend some physical and emotional action into what you're saying.

The Story-Theater Method means you add appropriate actions to a good story in order to make it spring to life. By blending the two elements skillfully, your story can become unforgettable.



3. How to find good stories – and what to do with them once you find them.

Storytelling enhances your powers of persuasion as a business leader. Therefore, it makes sense to be organized in the way you gather and choose the stories you use. Build your own personal store of compelling stories that can be used at a moment's notice.

4. How to write and develop stories for maximum impact

When you tell a business story, you're not aiming to entertain. Your objective is to capture attention, inspire action and produce results. That will only happen if you write and deliver your story for the maximum impact possible.

5. How to apply insider secrets from the world of acting to make your stories come alive

The best form of storytelling in business is a combination of SHOW (the way you act out your story) and TELL (your content). To make your stories come to life, find effective ways to re-enact your stories along with your audience while you explain the lessons you learned from these experiences. Professional actors dedicate their entire careers to precisely this SHOW & TELL combination, but with a little bit of thought and preparation, business speakers can use the same formula.



6. How to work an audience and deliver stories with confidence and poise

To put the final polish on your public speaking capabilities, learn to stand in your own power. In other words, be confident of your ability to deliver a powerful message that will impact on the lives of your listeners. Have something good to say, deliver your message with passion and poise, and avoid second-guessing yourself. Give a memorable presentation you can and should be proud of.

