



# The Business of Storytelling

INCREASE INFLUENCE • CAPTIVATE CUSTOMERS • DEVELOP DEEPER RELATIONSHIPS

## Don Yaeger's **10** Elements of a Well-Told Story



*Two places where most story-tellers fail:*



### KNOW YOUR AUDIENCE

Who are you talking to? What can you learn about them?  
Why do they need to listen to you?



### CALL TO ACTION

What do you want them to do? What do you want them to feel? What do you want them to think? What is the point?

## Three Concentric Circles for Knowing Your Audience:



### RESEARCH

Prove familiarity with your audience by researching as much as you can ahead of time.



### CONNECTION

Seek to establish trust and comfort by identifying a story that pertains to commonalities found in research.



### BREAKTHROUGH

With connection established, the door opens for more. You can ask different questions and have a different conversation.



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“There’s nothing that makes someone more interested in you than when they find out you’ve taken time to show interest in them.”

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Featuring hall-of-famers like **Jack Nicklaus**, thought leaders like **Simon Sinek** and **John C. Maxwell**, and executives like:

- ★ **Bank of America CEO Brian Moynihan**, who played rugby at Brown.
- ★ **Delta Air Lines CEO Ed Bastian**, who played baseball in high school.
- ★ **Ritz Carlton Co-Founder Horst Schulze**, who played soccer in Germany.
- ★ **Chick-Fil-A Chairman Dan Cathy**, who is a National Wrestling Hall of Fame inductee
- ★ **FanDuel CEO Amy Howe**, who was a competitive gymnast.
- ★ **Condoleezza Rice** who said, “That was one of the most wonderful, fun, and different interviews I’ve done.”

FEATURED IN

Chief Executive

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