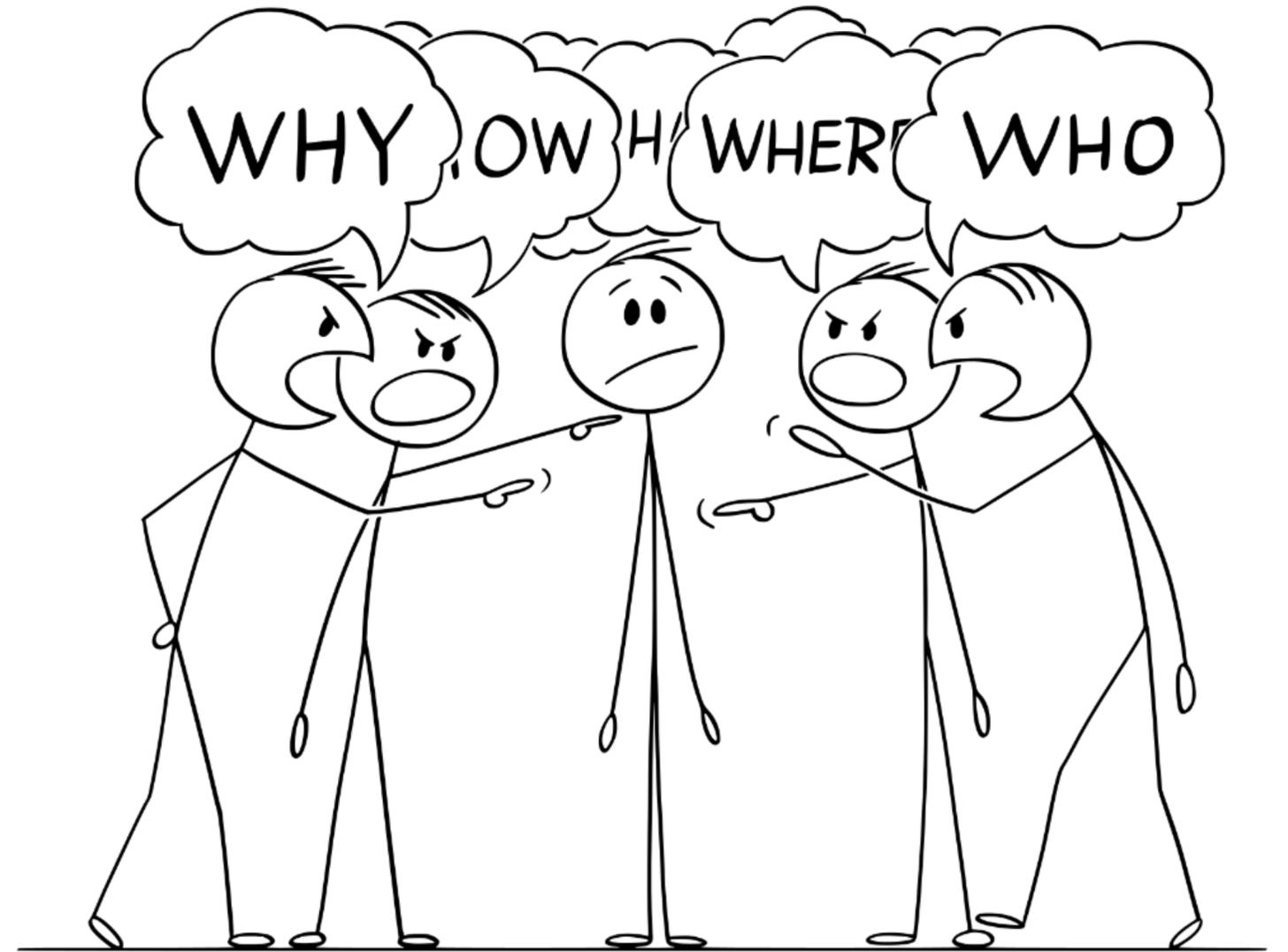
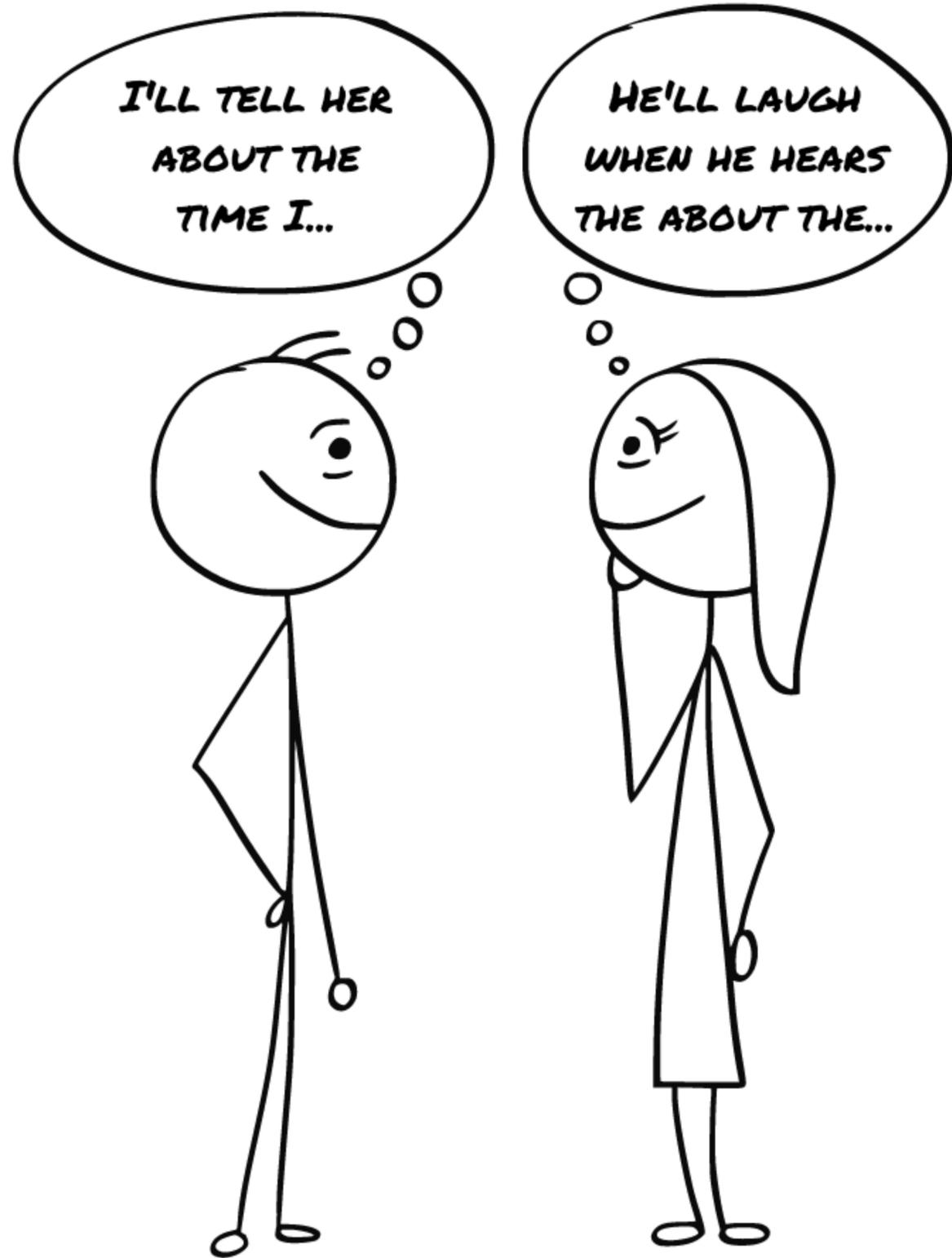
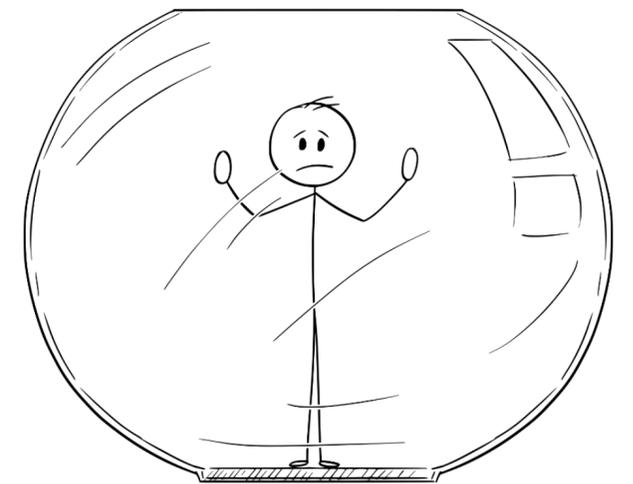


The Most Frustrating Question Leaders Hear



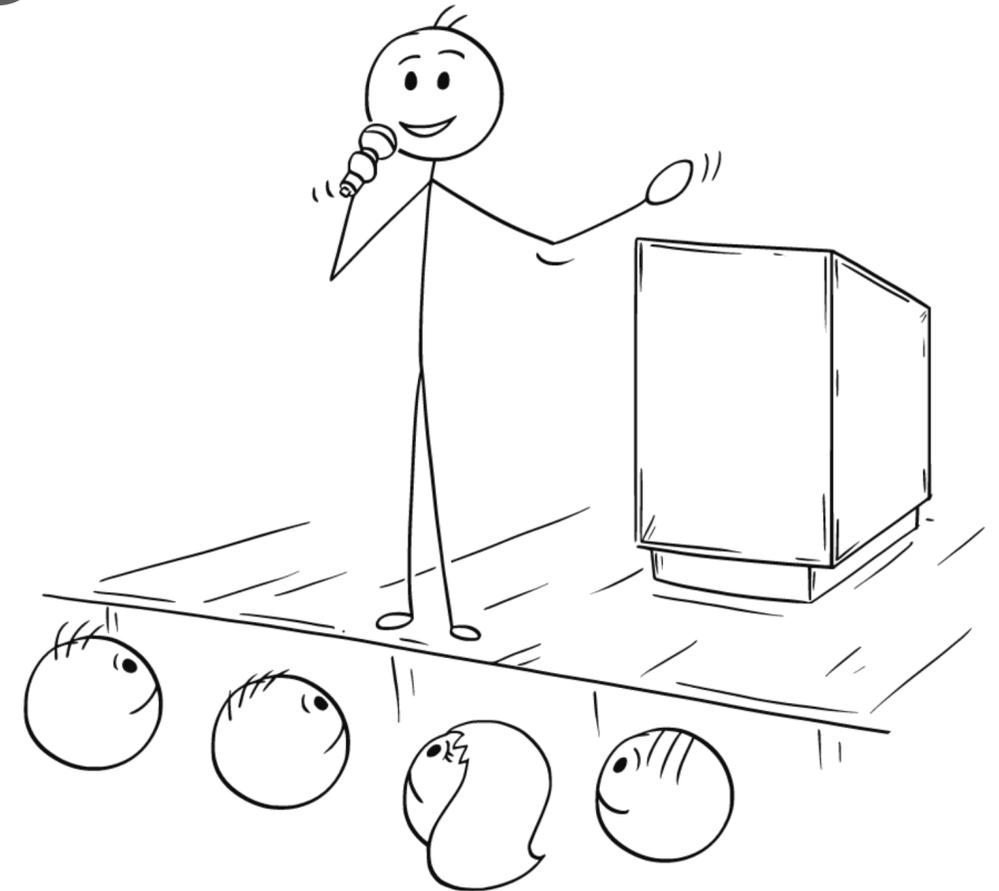


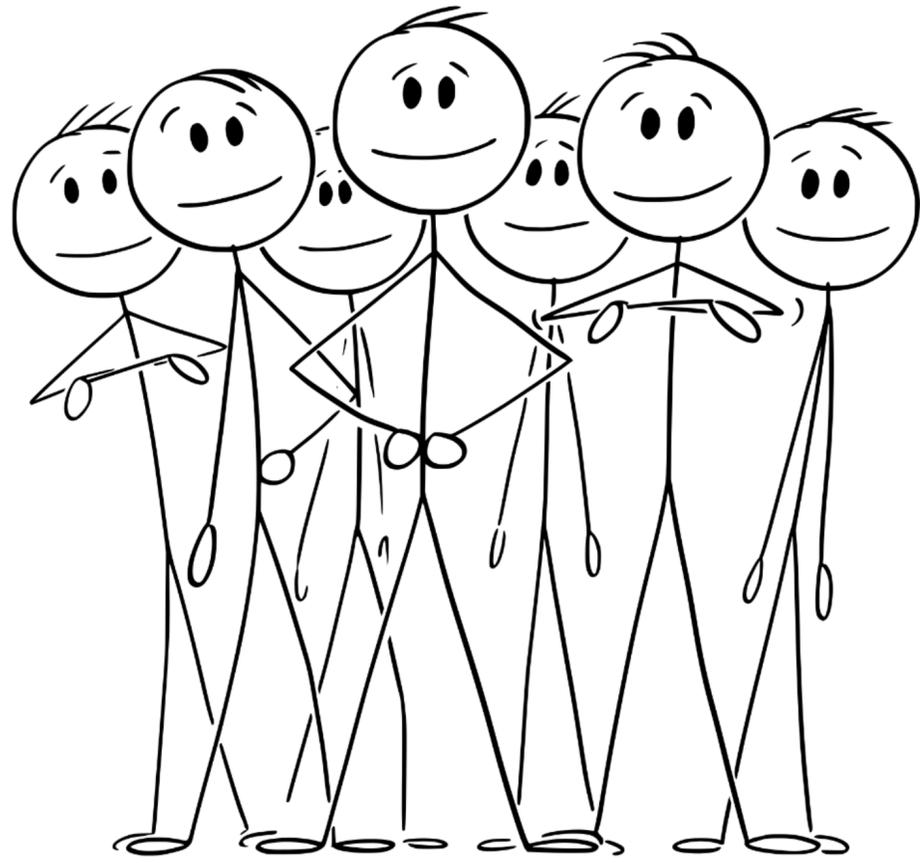
Everyone Tells Stories to Communicate But...



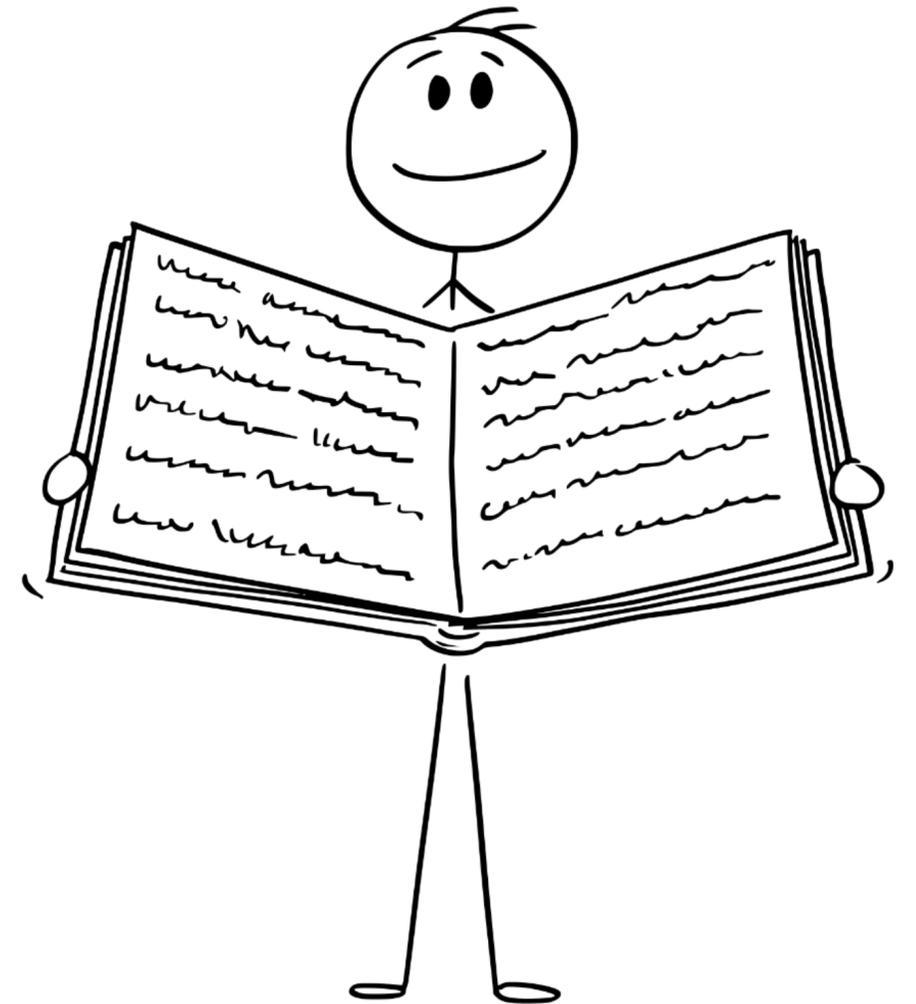


The Barriers to Connecting

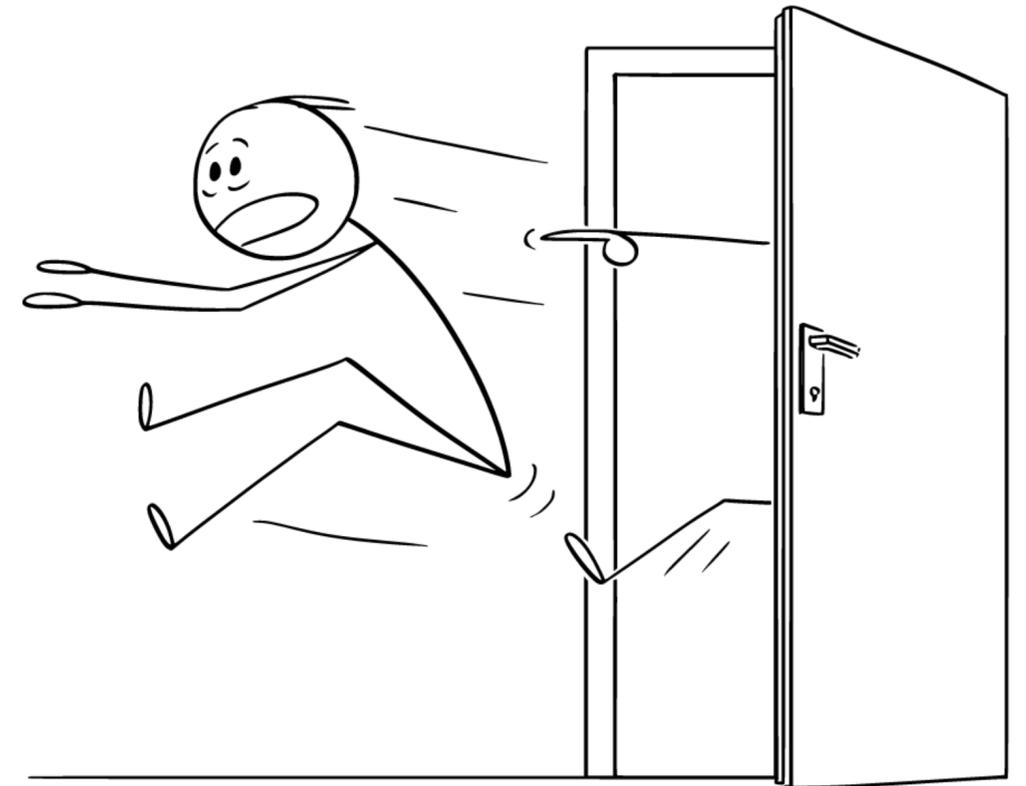
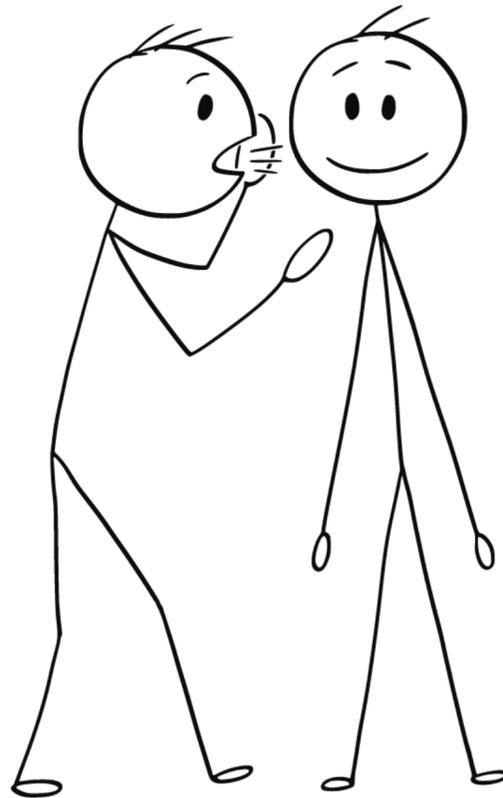
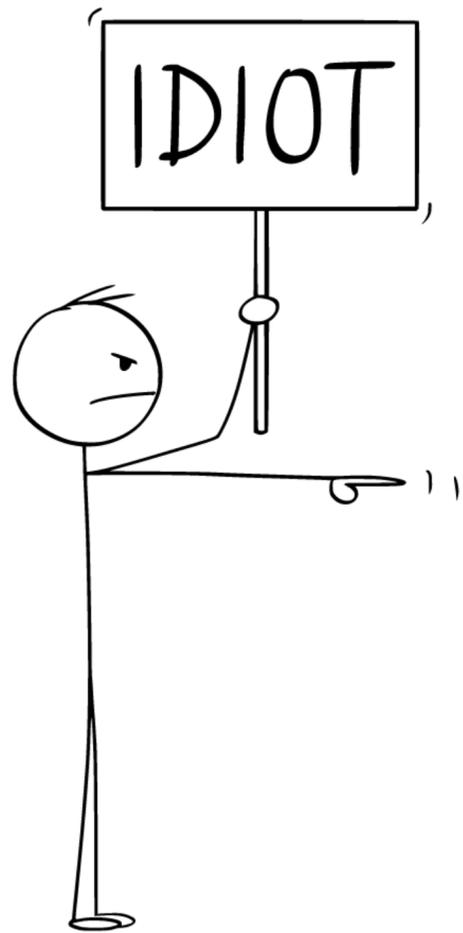


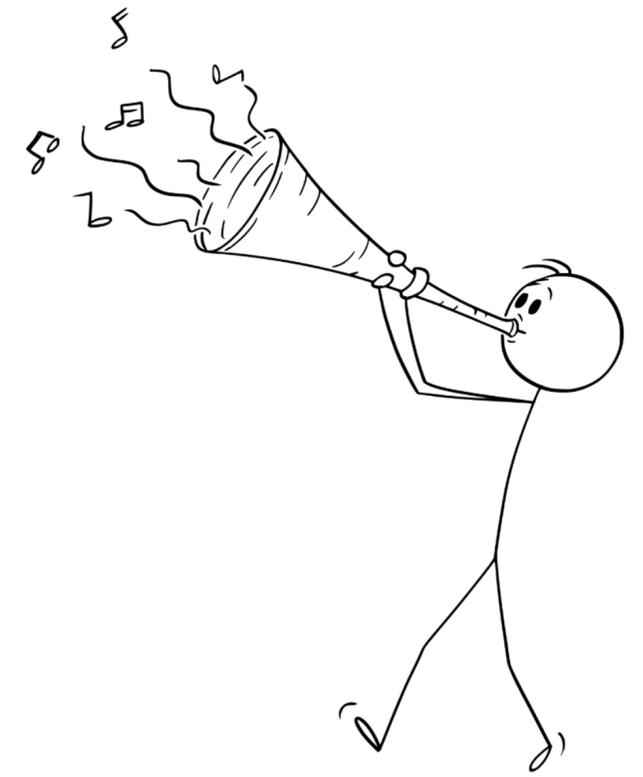
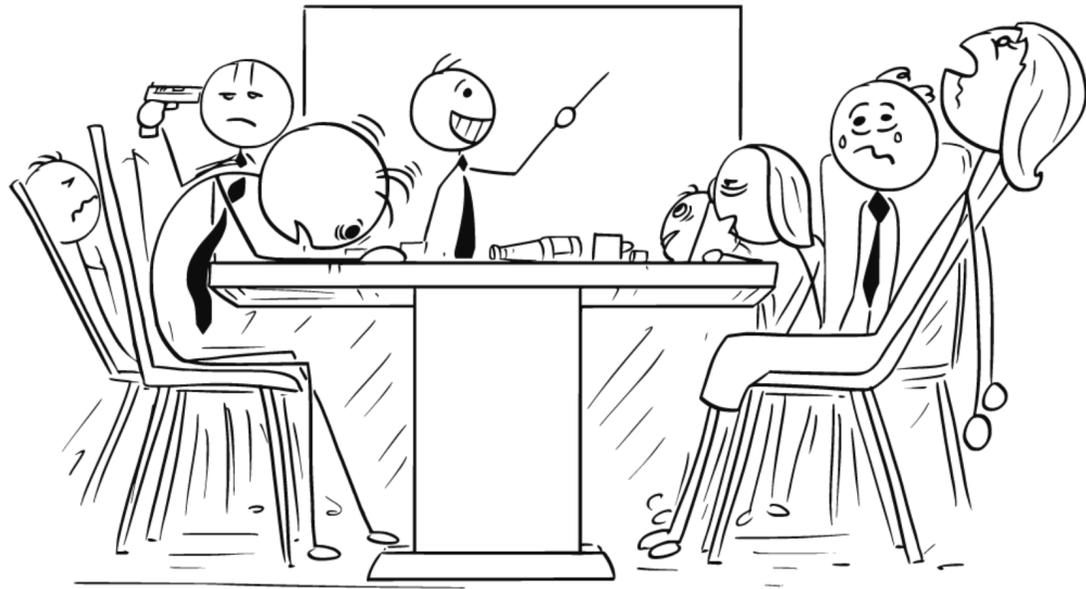


Building Trust by Telling Stories

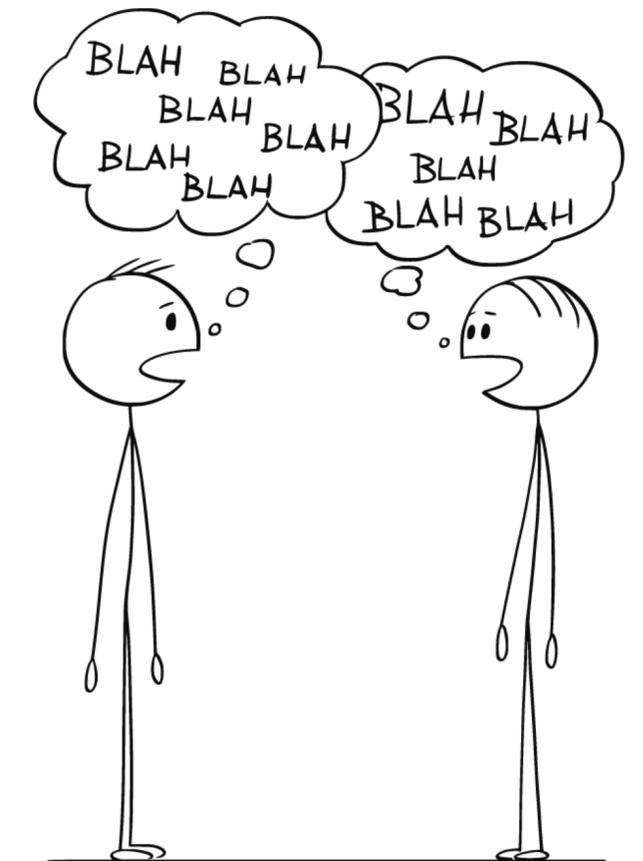
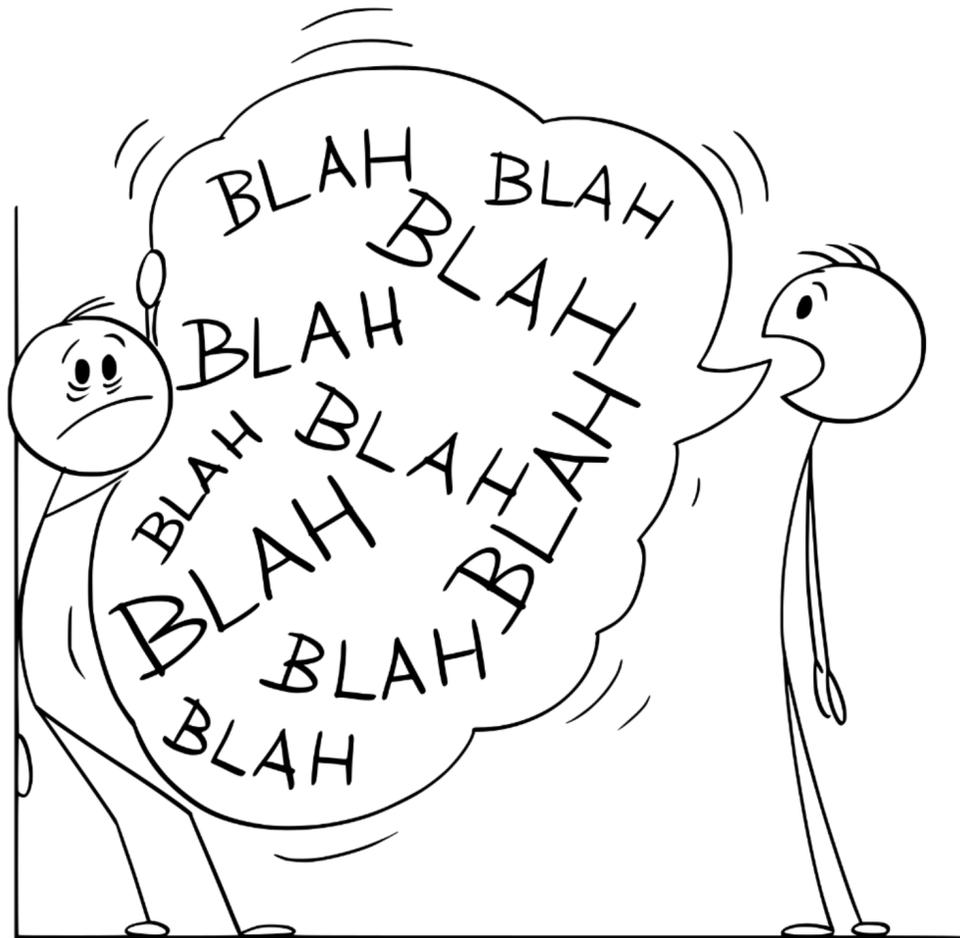


Tell a Vulnerability Story, Don't be Vulnerable



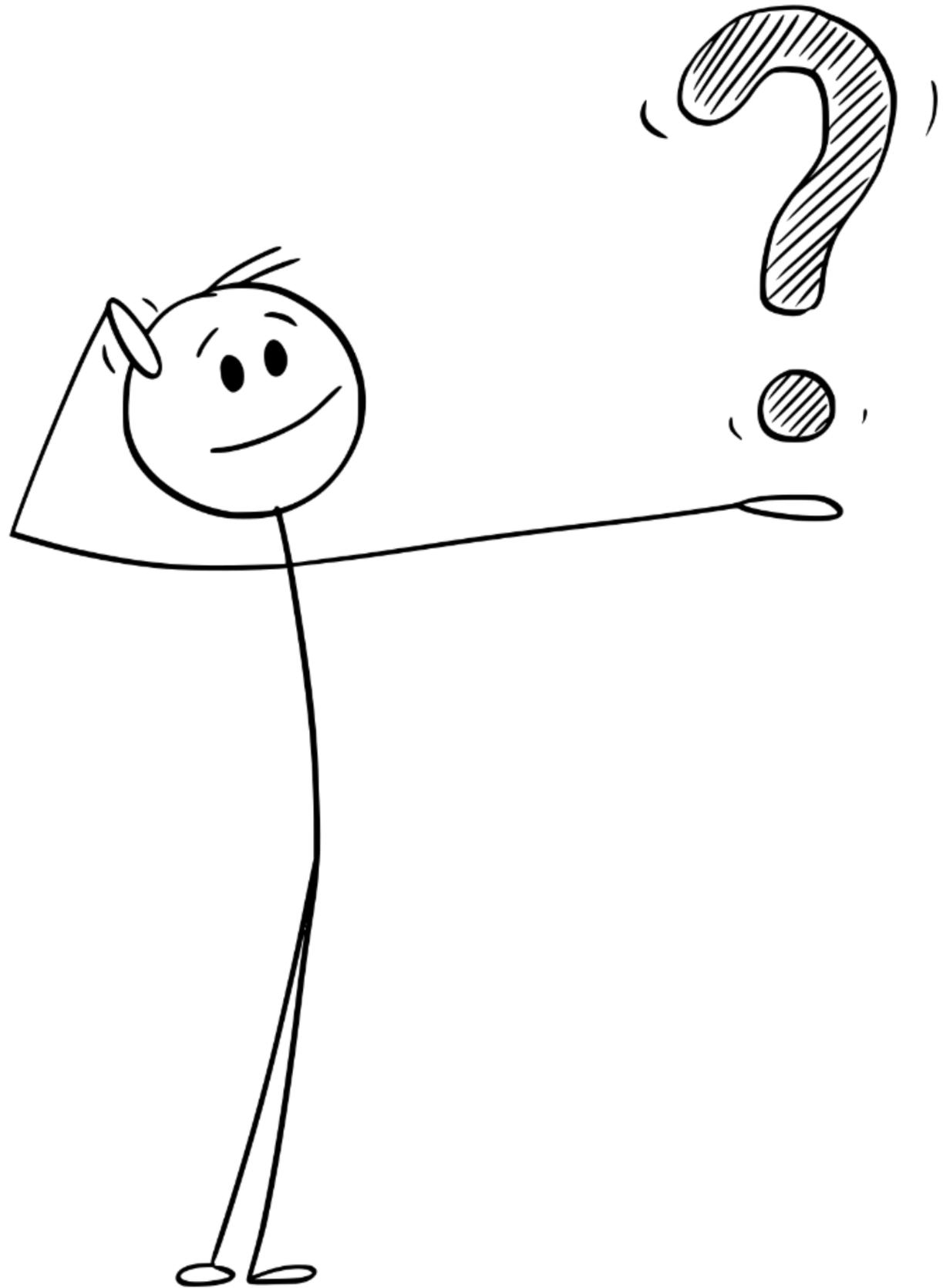


Poor Storytellers



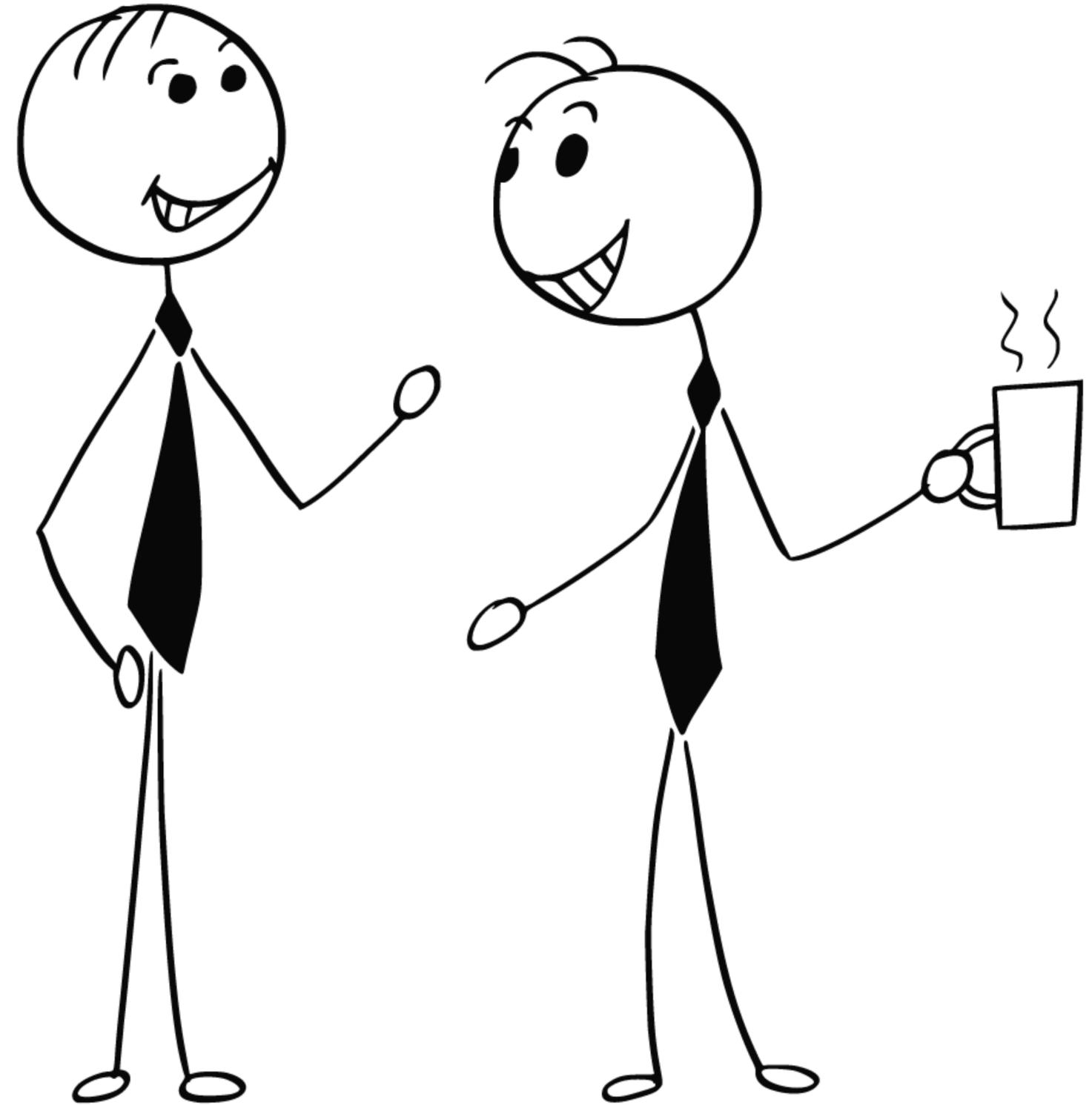
The Number ONE Storytelling Skill





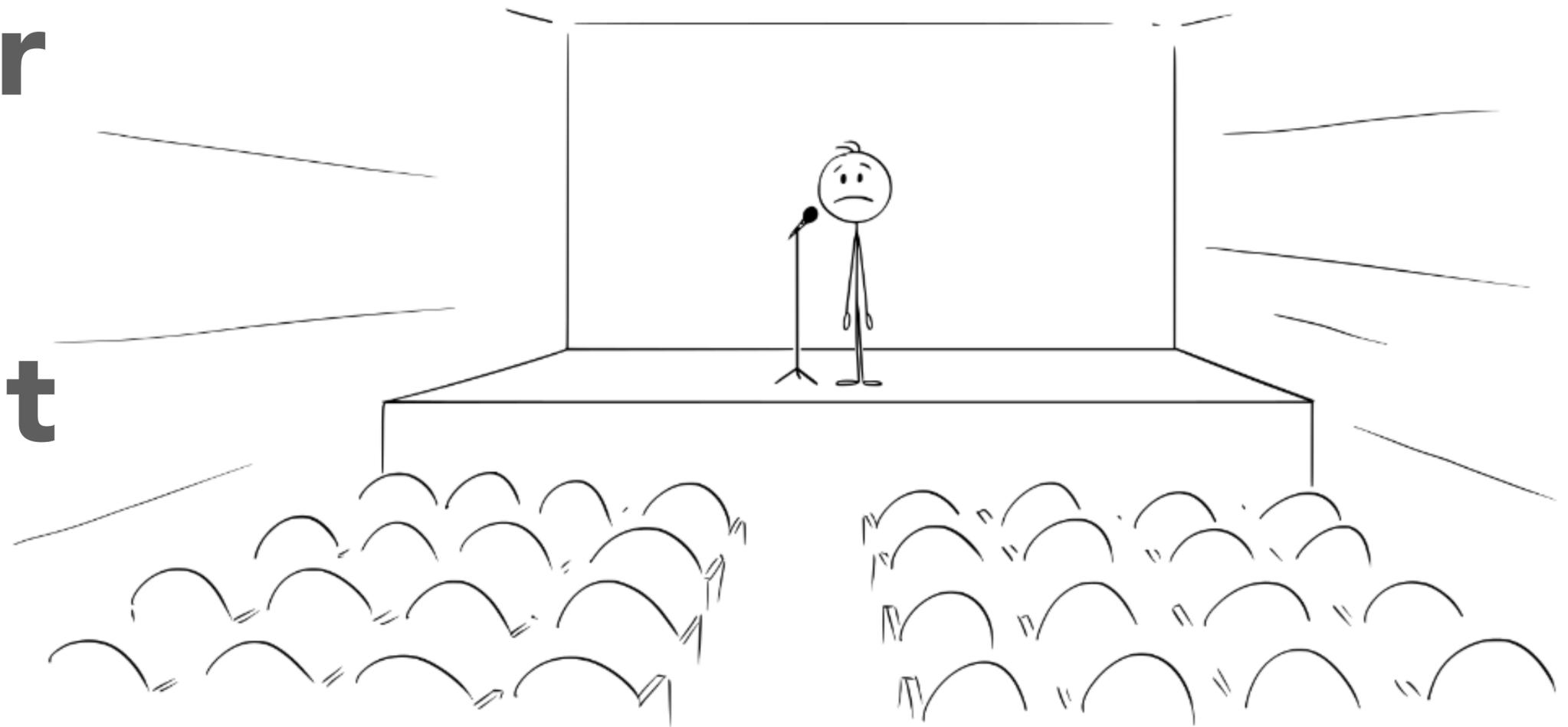
**Listen with Your
Mind to Ask
Questions and
Go Deeper into
Their Story**

**Listen with Your
Body to Draw
Out Their Story**



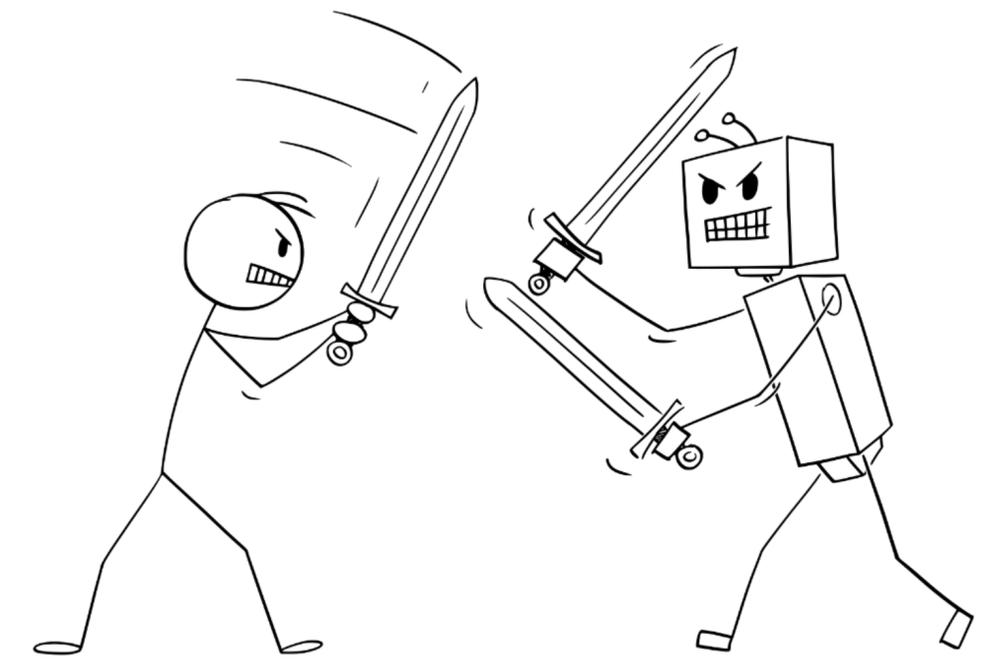
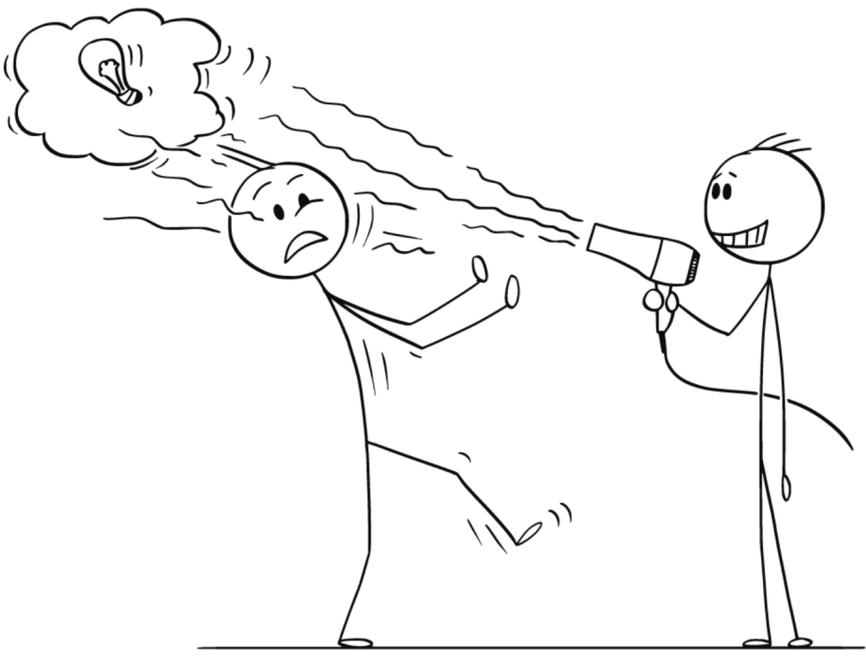
But Shannon...

**Know Which
Stories Your
Audience
Cares About**





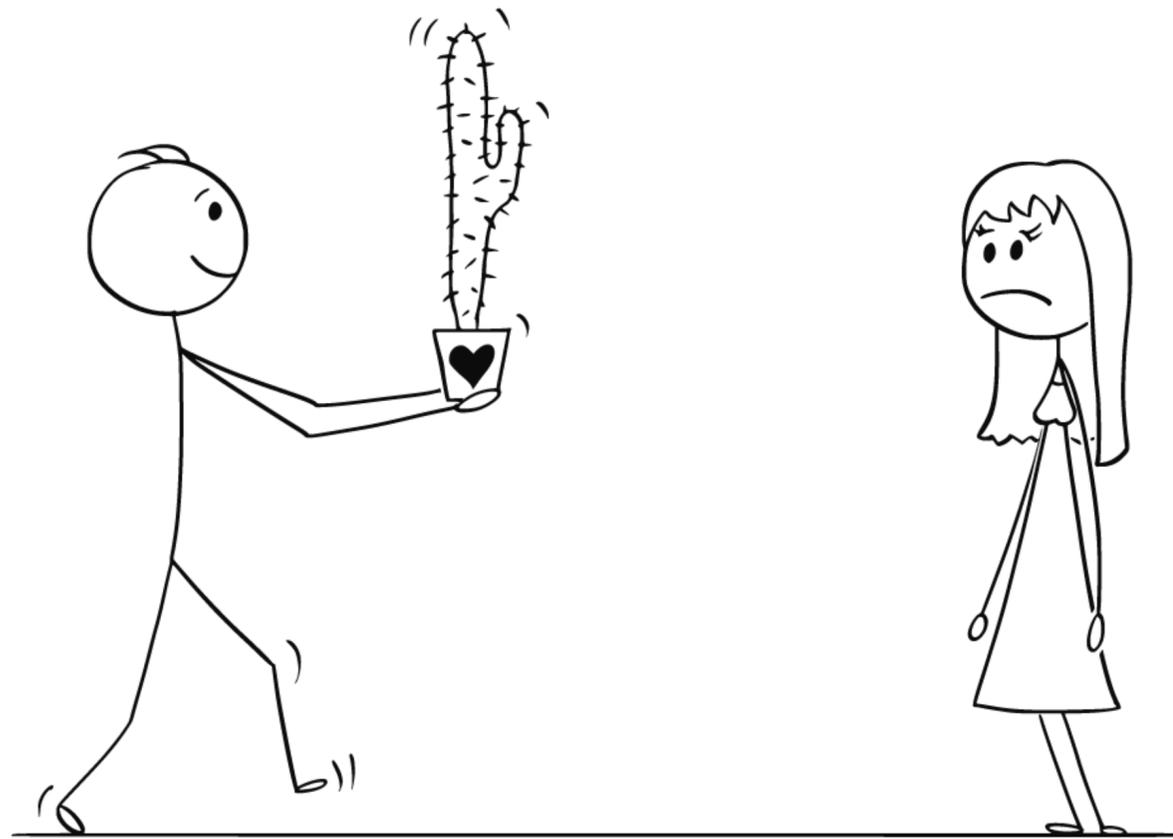
Know Your Stories

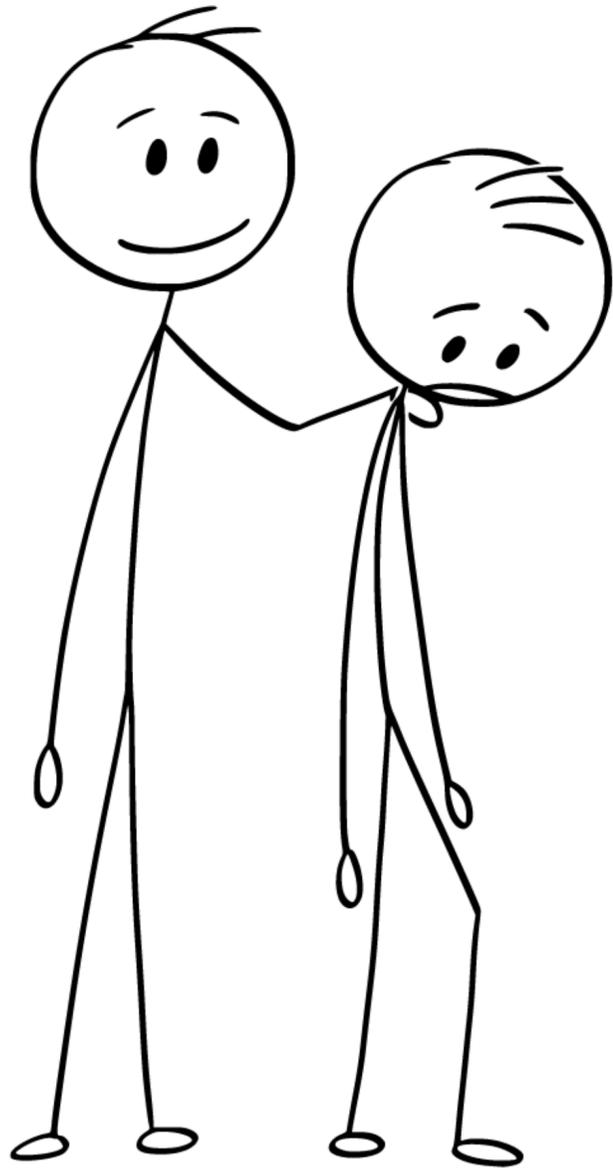


Reasons We Don't Communicate

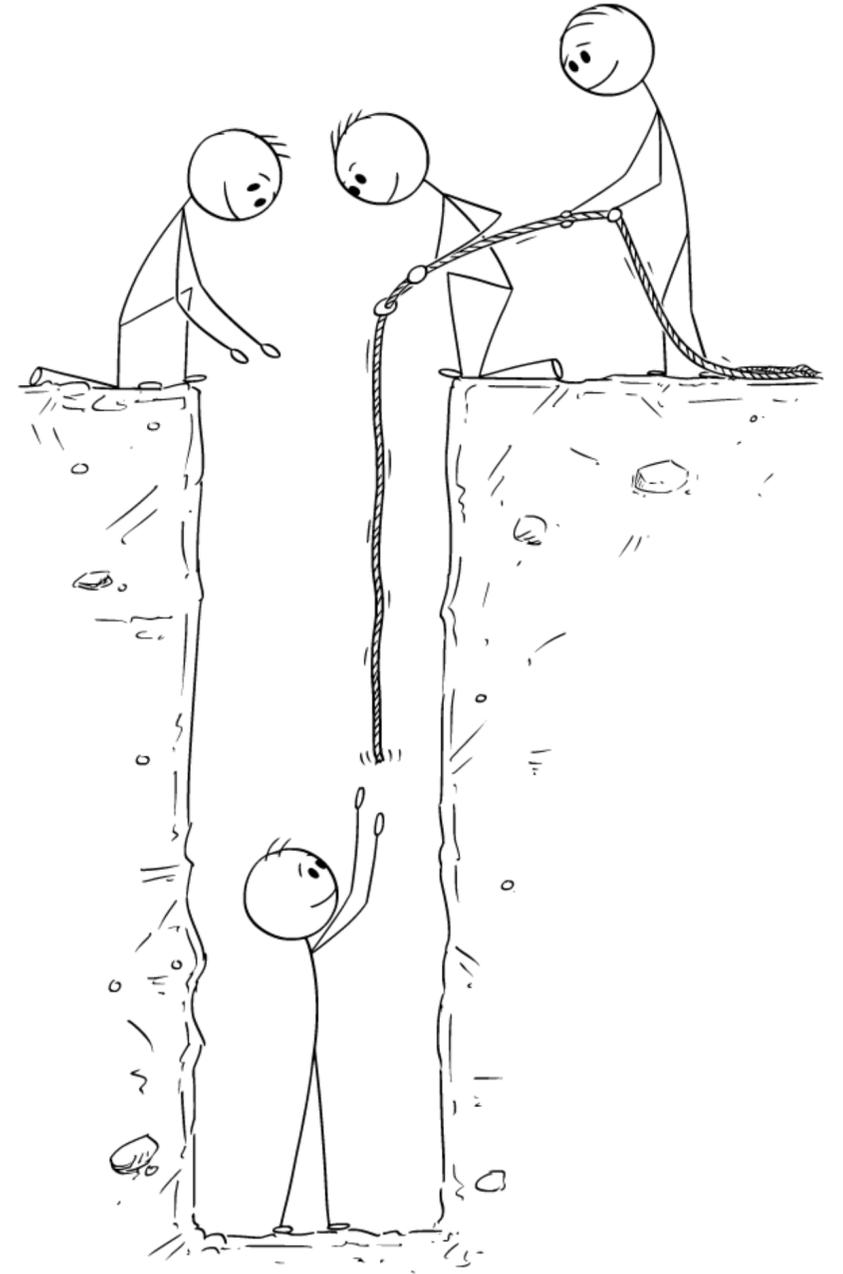


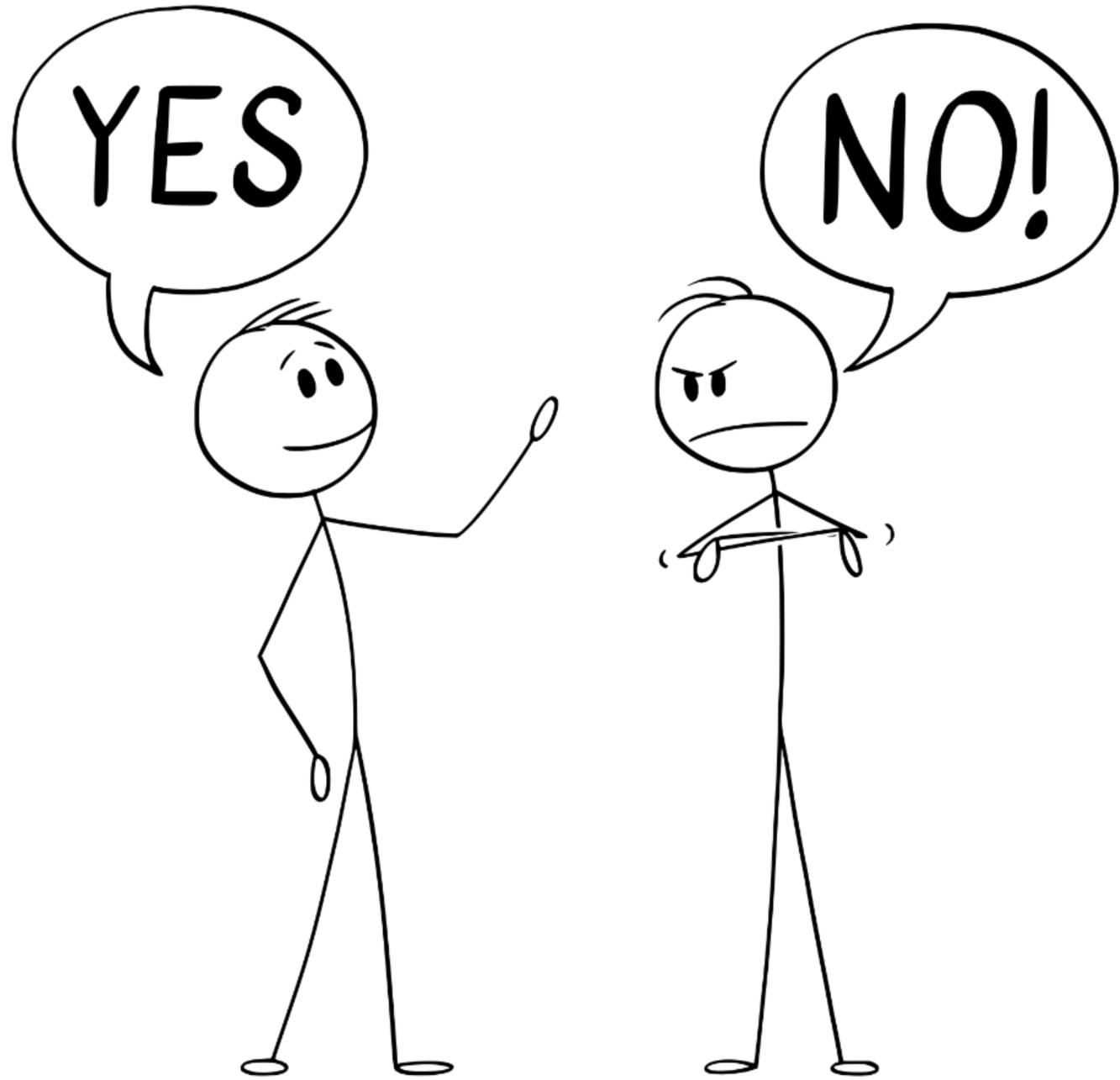
Sympathy



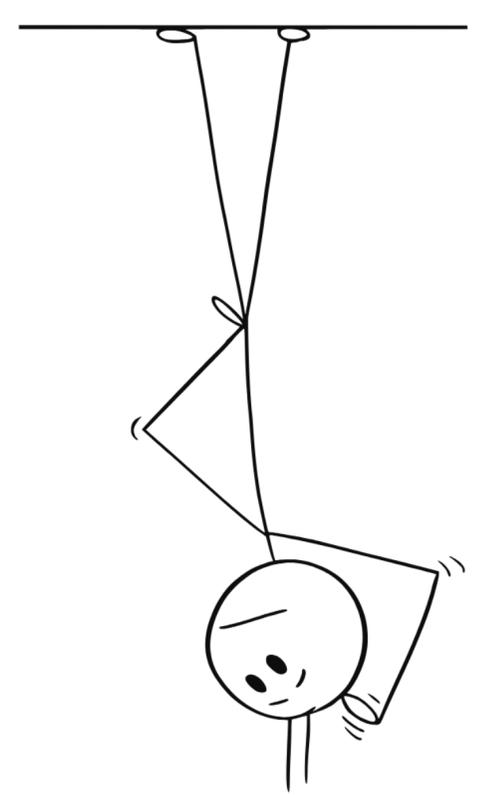


Empathy

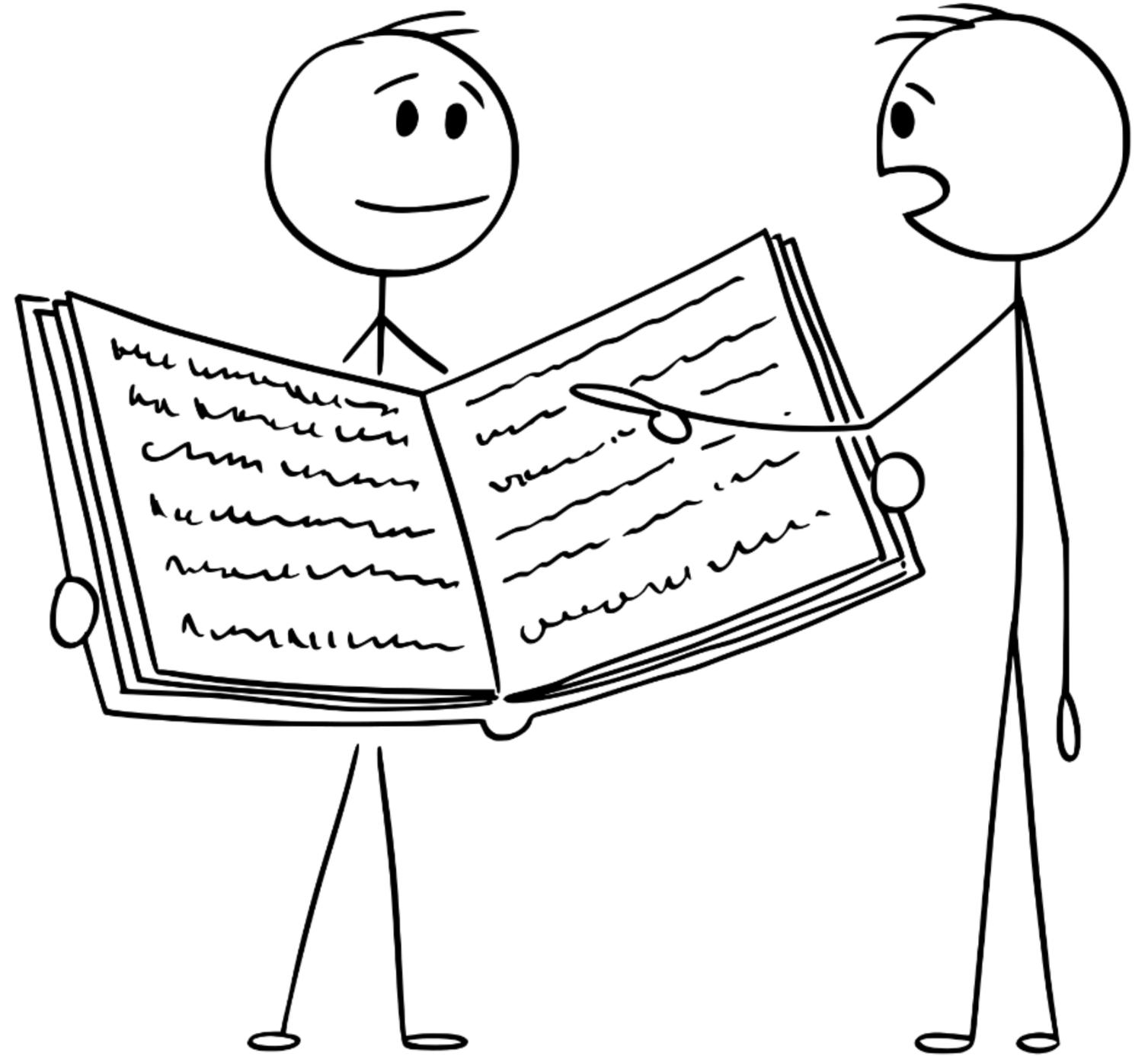




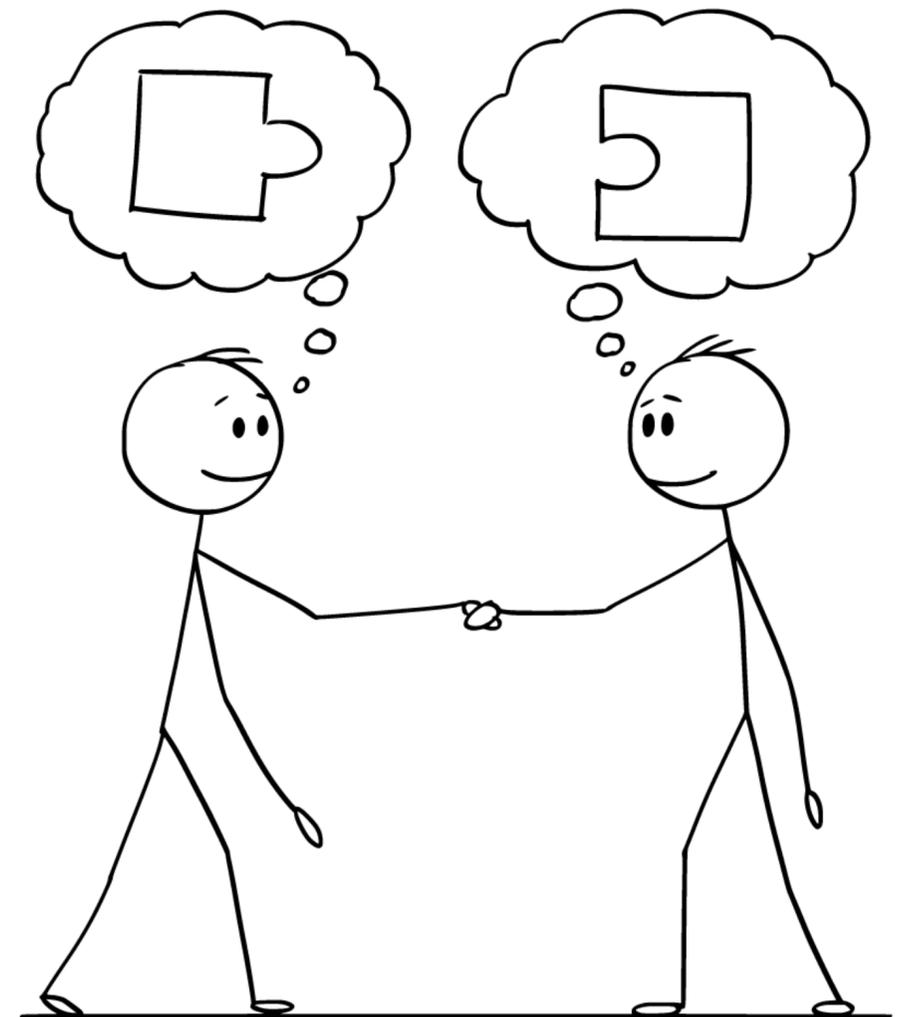
**Getting Them
to See the
Other Side**



Tell Your Audience Their Stories



Connection
Building Trust
Actively Listen
Know Your Story
Elicit Empathy
Tell Their Story



Questions?



MARKETAPEEL