



- ▶ Accessing internal story maps
- ▶ The core stories to tell



- ▶ Compelling story elements and structure
- ▶ Delivery—what works, what doesn't



- ▶ Enhancing authenticity and personal style
- ▶ Embodying Stories



- ▶ Creating powerful connections
- ▶ Moving people to action



Story Coaching

2010

OPENING MINDS

“Those who do not have power over the story that dominates their lives — the power to retell it, rethink it, deconstruct it, joke about it, and change it as times change — truly are powerless, because they cannot think new thoughts.”
 Author Salman Rushdie

Nail It Every Single Time

Each day you are presenting your ideas and thoughts, latest information, vision for the future, and material about your work and your company. Brain research continues to show that using stories, story structures, and story elements are your most efficient and effective communication method for building relationships, capturing the hearts and minds of people, transferring knowledge, inspiring others to action, or gaining market share and sales.

- Build your stories
- Build your confidence
- Build your business
- Nail your presentations

- Building personal storytelling skills while overcoming obstacles
- Enhancing authenticity and individual style
- Effectively linking story with data for maximum results
- Integrating stories, story elements, and story structure into PowerPoint presentations
- Learning to consciously evoke stories in others

In person, over the phone, or using Skype!

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What people are saying:

“What can I say—you inspired me to tell our company story, and then I was able to excite everyone by just telling our story! I called you because I knew that our customers and even some staff in our company were not understanding what I was trying to say about how great our product is. For an engineer used to doing just technical work, I was amazed at how I was able to express my thoughts in words and writing like never before. With your help we raised close to \$1 million in seed money. Thank you so much Karen.” Antonio Porras, CTO, Telena Communications

“I have worked with Karen in developing my storytelling abilities. She’s a marvelous coach and a wonderful guide through the journey of becoming a storyteller. I highly recommend her as someone who will help anyone remain green and growing.” Ozzie Gontang, Vistage Group Chair

What we work on:

- Understanding the effects of data and story on the brain, and how people make decisions
- How to activate the mind’s story maps
- Identifying the elements of a compelling story that moves people to action
- Crafting effective story structures
- Creating the repertoire of core stories every business professional needs to tell
- Determining best delivery options



Karen Dietz, PhD





- ▶ Marketing and branding
- ▶ Sales, proposals, and presentations



- ▶ Strengthening core ideology
- ▶ Reducing virtual distance



- ▶ Knowledge transfer
- ▶ Customer and stakeholder relationships



- ▶ Enhancing teamwork
- ▶ Raising funds



Story

Consulting

2010

CONNECTING THE DOTS

"If I wanted to predict behavior, I could still predict it better with the stories told around the company than I could with any mission statement or five-year plan."

Robert Shapiro, former Chairman and CEO of Monsanto Corp and Nutrasweet Group

Tell Your Story—Get Results

Imagine what could happen if:

- *You had a host of stories to bring into sales and marketing, that differentiated you from the competition and generated results?*
- *Core stories were well articulated, linked to values, vision and mission, and strategy?*
- *Staff were linked to the company's core ideology, felt empowered and inspired?*
- *Stories were continually shared between the corporation and customers that continually drives sales and innovation?*

If you are seeking help articulating your organization's stories, conveying them well in a variety of formats, linking them to your organization's core ideology, tie them to specific projects, and finally embody them for ongoing success, then I'd love to help you.

What we work on:

- Understanding why stories work and how/when to use them
- Identifying the four core stories every organization needs to tell
- Identifying the elements of a compelling story that moves people to action
- Crafting effective stories
- Listening for and evoking stories in others
- Determining the best delivery options for different needs and results
- Fostering story sharing both internally and externally

- Understanding how and when to link stories into project management, change initiatives, the sales process, raising funds, and marketing activities
- Linking stories to metrics
- Integrating stories and story structure into customer relationships and research
- Learning to consciously work with stories in stakeholder relationships
- Building individual story skills

What people are saying:

"I am impressed with your ability to marry extensive experience with practical down-to-earth strategies. Our time together is always inspiring and powerful, well grounded in your solid understanding of how leaders think and the day-to-day challenges they face. I am pleased to see someone of your caliber in the field of organizational storytelling providing executives today with breakthrough techniques for generating real solutions to the complex situations that challenge us all." -- Seth Kahan, keynote speaker, organizational consultant, author

"I have had the good fortune to work with Karen Dietz in several capacities and have found her to be professional, insightful, and enjoyable to work with. She is also a gifted presenter and storyteller. Having had the good fortune to work with Karen, I witnessed first-hand the depth of her skill, knowledge and her passion for her work. And it doesn't hurt that she knows how to have a good laugh when things get tough, as they inevitably do. I hope to have the opportunity to work with Karen again and unreservedly recommend her." -- Paula T. Bartholome, CEO Parallax

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