

FACTS TELL, STORIES SELL: GETTING TRAINING TO STICK



“Wow! Our special meeting on *Stories Trainers Tell* with Lori Silverman was a hit! Lori not only shared with us some of her lesson-infused stories, but shared the recipe for crafting stories to enhance learning. Thank you, Lori, for volunteering your time to educate the Trainers’ Network on the power of storytelling.”

Paul Plamondon, Owner, Custom Training Design and Consulting,
Coordinator, Trainers’ Network

Do you wish you could get people to accurately recall what you told them? Are you searching for a way to quickly and successfully communicate complex ideas? Are you hoping to inspire people to change—to try a new behavior, to let go of an old attitude, to embrace the future, and take action? Using compelling, well-constructed thought provoking stories can accelerate learning, make training memorable, and drive your training ROI.

YOU WILL DISCOVER...

- The benefits and pitfalls of using stories in training.
- Seven proven uses of stories in training.
- Where to find great stories to use in training.
- How to structure a story so it will be remembered over time.
- How to choose the perfect story for any situation.
- Techniques for following-up on a story told in training to maximize its impact.
- How to effectively position stories within new and existing training programs.

POSSIBLE FORMATS

- Keynote
- Half-day workshop
- Full-day workshop

WHO SHOULD ATTEND? YOU SHOULD IF YOU...

- Are a newly appointed trainer.
- Are a seasoned trainer.
- Design training.
- Provide on-the-job training.
- Have formal training responsibilities as part of a leadership position.

LORI L. SILVERMAN

Engaging. Captivating. Humorous. Passionate. Effective.

Lori Silverman is a speaker, consultant, trainer, and author who strives in her work to connect people to possibilities and to each other. Her savvy yet down-to-earth style has helped dozens of individuals and companies to realize their true potential and professional success. Lori’s highly energized and enthusiastic approach and magical stories inspire her audiences to take action. A member of the National Speakers Association, she has mesmerized thousands of people with a variety of topics—ranging from the humorously edu-taining “Schmoozing: Meet, Greet and Speak with Ease” to weighty business topics such as “More than a Quick Fix: Organizational Change that Sticks.”

Lori owns Partners for Progress, a management consulting firm dedicated to helping organizations think and act differently so they can move to the next level of performance. She’s authored myriad articles, workbooks, and books including *Critical SHIFT: The Future of Quality in Organizational Performance* and *Stories Trainers Tell: 55 Ready-to-Use Stories to Make Training Stick*. Her new book is titled, *Wake Me Up When the Data is Over: How Organizations Use Stories to Drive Results*. Having earned two Master’s, in business and in counseling, and a B.S. in psychology, Lori shares a fascinating perspective with her audiences.