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**BUSINESS**



**Out of the Comfort Zone**  
Friday at 11 AM Pacific  
**May 25th 2018: The Stories We Tell and Their Impact**

As human beings we tell stories – stories about who we are, what we have learned, what to do and not do. We are fascinated by each other’s “stories”. We remember stories better than facts. Stories convey emotion and intent. The success of TED Talks is based on telling compelling stories. Yet, we don’t think systematically about how they impact work, engagement, culture and leadership. Tune in to hear where stories are most significant and how to lead with stories.

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**Featured Guest**



**Mitch Ditkoff**

Mitch Ditkoff is the Co-Founder and President of Idea Champions, an innovation consulting and training company. He the author of the award winning, AWAKE AT THE WHEEL: Getting Your Ideas Rolling in an Uphill World and was voted best innovation blogger in the world in 2010 and 2011.

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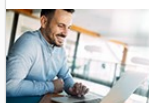
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