

[TROUBLE VIEWING?](#) Click Here to view the Promo card on the web

[SIGN-UP NOW!](#) [SIGN-UP NOW!](#) Click to become a Member for Free!



# REAL RECOGNITION RADIO

with Roy Saunderson & S. Max Brown every Tuesday at 1:00 et.



*The show that is all about building relationships, inspiring greatness and creating a workplace where people can thrive.*

FREE ON iTunes



<http://rideau.com/radio>  
<http://www.voiceamerica.com/Show/1688>

## Real Recognition Radio Archives Available

**February 26th 2013: Lead with a Story**

How does one become a better storyteller? On the next episode of Real Recognition Radio, Roy Saunderson and S. Max Brown speak with Paul Smith, consumer research executive at The Procter & Gamble Company, and the author of *Lead with a Story: A Guide to Crafting Business Narratives That Captivate, Convince, and Inspire*. Paul is a highly-rated trainer in several Procter & Gamble training colleges for leadership and communications. In addition to corporate clients, he is a lecturer in the MBA programs at Xavier University and the University of Cincinnati. Why are stories so powerful?

[Read more](#)



## Tune in

Archives Available on VoiceAmerica Business Channel

EPISODE ON DEMAND

VIEW HOST PAGE

## Featured Guest



### Paul Smith

Paul Smith is one of the world's leading experts on organizational storytelling. He's a keynote speaker, storytelling coach, and author of the books *Sell with a Story*, *Parenting with a Story*, and the bestseller *Lead with a Story* already in its 8th printing and available in 6 language around the world. Paul is also a former consultant at Accenture and former executive and 20-year veteran of The Procter & Gamble Company. As part of his research on the effectiveness of storytelling, Paul has personally interviewed over 250 CEOs, executives, leaders, and salespeople in 25 countries, documenting over 2,000 individual stories. Leveraging those stories and interviews, Paul identified the comp

[Read more](#)

## Share This Episode



## Connect with VoiceAmerica

Download our mobile apps

