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## Innovating Leadership, Co-Creating Our Future

Tuesday at 11 AM Pacific

October 11th 2016: **Leading with Story: Captivate, Convince, Inspire**

Paul talks about the power of story for leaders. He shares his insights about what works, why it works and how you will be more effective as a leader if you master the use of story as one of your skills. Paul recounts a compelling story told by Bob McDonald, CEO of Procter and Gamble and connects it to a primary leadership and parenting lesson for him. Through his use of story he illustrates: 1. What is a great leadership story? 2. What are the primary elements? 3. Why use stories to lead and sell? 4. What are the most common mistakes of using story? You will walk away with a fo

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## 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

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