

## Craig Wortmann

Three-Time CEO, Clinical Professor and Author

**The power of story.** The Power of Story keynote speech helps leaders enhance their leadership performance by looking at their everyday communications differently. Using a series of powerful stories, anecdotes, visual examples and his story tools, Craig describes unique challenges we face trying to communicate effectively and demonstrates how leaders create strong connections with people and with the organization's strategy. He discusses the importance of capturing and telling the right kinds of stories and why stories are the most effective method for enhancing performance.

**Stories and motivation.** The Stories and Motivation keynote speech looks at how leaders of all levels motivate and inspire those around them. This keynote can be quite a ride, as Craig shares different kinds of stories and examples of what causes people to become motivated and how great leaders inspire. This multimedia keynote demonstrates the true power of the human element of storytelling.

**Stories and coaching.** Stories and coaching... are you picking up on a theme? In this keynote, Craig looks at the usual ways we coach people and he helps leaders change their perspective on why coaching can be such a challenge. He looks at coaching from the perspective of the person receiving the coaching, and in this way helps leaders truly understand their challenge. The keynote then explores how to build stronger connections with people in order to open up more possibilities for coaching and building skill.

**Stories and selling.** The Stories and Selling keynote speech looks at how sales professionals differentiate themselves through stories. Craig calls on his days as an IBM salesperson to outline the new challenges that salespeople face, and how they can cut through all of the "noise in the channel." With plenty of stories and humor, Craig helps sales professionals distinguish themselves by going beyond "features and benefits" to build stronger relationships with clients.