

Create a Strategic Advantage Through the Power of Storytelling



TLG is pleased to announce that we have teamed up with StoryWork International and Richard Stone, one of the country's preeminent experts on the power of story, to offer our clients 6 breakthrough programs grounded in the new science of Story Intelligence. This new approach can unlock your potential to enhance leaders' effectiveness and build a more resilient, purposeful organization. You'll learn how to:

- ◆ Help your organization develop an inspirational platform that better engages your employees, especially Millennials
- ◆ Discover your own deeper purpose in life to create greater life and work satisfaction
- ◆ Better envision the future to improve your strategic planning
- ◆ Build more cohesive teams
- ◆ Better tell your story to improve every facet of your sales and fundraising activities.

1 MasterStory® for Organizations Build Consumer Loyalty and Employee Engagement by Discovering and Articulating Your Company's Bigger Purpose. MasterStory transformational services provide a company a powerful approach to creating an inspirational platform that all employees can believe in. Our approach to transformation helps employees integrate and link their personal calling or higher purpose in life to the company's higher purpose which can become a powerful accelerator for growth.



2 MasterStory® Experience The Sevenfold Story-Path to Your Best Life. The stories you tell about yourself and your world will define your experience, whether it will be one dominated by limits, doubts, fears, and burnout, or filled with wonder, possibilities, and miracles. In this unique program, you'll learn how to master your story and succeed at what we believe is the central task in personal and professional development—to become more of who you are and to harness that knowledge to assume full authority over the trajectory of your life and career.

Create a Strategic Advantage Through the Power of Storytelling

3 StoryCamp for Leaders™ 2 Powerful and Fun Days to Improve Your Communication and Leadership Skills. Improve the way you engage teams and ignite change in your organization using the power of storytelling. We'll pull back the curtain on this ancient art as well as teach you what science is now discovering about the power of storytelling to show you how to produce remarkable results in your business. You'll learn how to:

- ◆ Command any audience using the art of storytelling
- ◆ Identify the right story for the right audience
- ◆ Use storytelling to Ignite real organizational change
- ◆ Jumpstart new initiatives using narrative tools
- ◆ Create a story-based future vision
- ◆ Sustain a community of innovation.



4 Story Envisioning A Strategic Approach to Using Storytelling to Imagine a Better Future. Whether you're designing your customers' experience or the pathway for the launch of a new product, Story Envisioning can help your team paint a cohesive, comprehensive picture of the future that can serve as a template for action. Deploying our proprietary StoryStorming™ process, our skilled facilitators will lead your team through an iterative story development experience that can result in powerful

5 Improving Fundraising Through the Power of Story Listening to and Sharing Stories is the Key to Fundraising Success We show your team how to deploy the art of storytelling to develop more effective relationships with potential donors. Relying on age-old principles of communication, you will discover how to develop stories that emotionally engage donors in your mission and your organization's success and learn tools for collecting, developing, and telling your stories to enhance every facet of your fundraising activities.

6 The Teamwork Edge Using the Power of Story to Build More Cohesive Teams Bringing diverse teams together during a merger or reorganization presents one of leaders' biggest challenges. One of the most powerful methods for engaging team members is through the orchestrated sharing of instrumental stories. Storytelling builds authentic connections among staff and has a lasting impact on your teams' ability to accomplish a common goal. Teams also develop their narrative communication skills that can enhance every facet of their interactions and work.

For more information on these and other storytelling offerings, contact us at
Turknett Leadership Group ♦ www.Turknett.com ♦ 770-270-2713