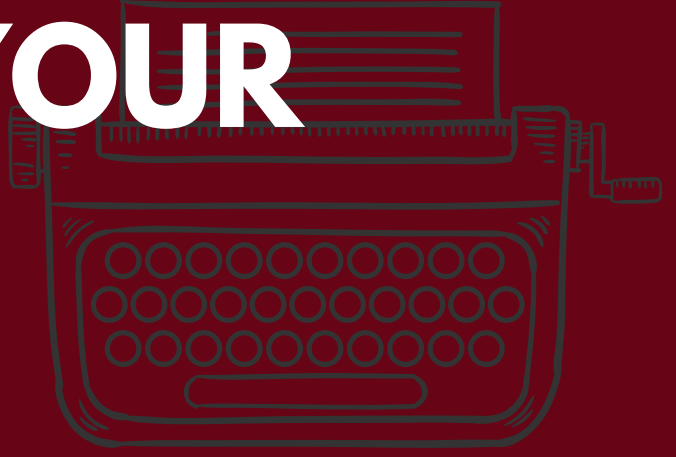


# TELLING YOUR BUSINESS STORY



## Important Take-a-Ways

### SPEAK TO EMOTIONS



The best business stories engage the listener's emotions. Tell a story that creates an emotional connection beyond just business. **Make your** audience "feel" something. Remember that emotions are stronger than logic.

### BUILD COMMON GROUND

As humans we can all appreciate beauty, and this is something that connects us. Incorporating shared ideas like this into your business story can build common ground between you and your listener. Establishing common ground with your audience can really help your story resonate and stick.

### USE THE POWER OF CONTRAST

An important element of a powerful business story is contrast and the surprise that goes with it. Be willing to express your passion not just a solution to a problem. When telling your story, think beyond "what is" and consider the "what can be." This can provide compelling contrast to current solutions and be very inspiring!



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