

BUSINESS STORY-TELLING

with ANDREW LINDERMAN



every good story has....

- **BEGINNING** → CHARACTER
→ SETTING
→ PROBLEM
- **MIDDLE** → RISING ACTION
→ CONFLICT
→ TENSION
- **END** → CLIMAX
→ CLIMAX
→ CONSEQUENCES

MORE SPECIFIC
MORE RELATABLE
Keep it Personal
HONEST

Story is WHAT HAPPENED

CREATE A SPACE FOR PEOPLE TO EXPERIENCE YOUR

WHERE YOU'RE GOING IN YOUR...



VISION

VALUES

PRACTICE YOUR PITCH

MAKE IT

- DETAILED
- PERSONAL
- VULNERABLE
- EDITED
- CONFIDENT
- EXCITING
- FEEL GOOD

CLAP CLAP CLAP



YOU ARE YOUR OWN MESSENGER

- NO JUDGEMENTS
- NO EXPLANATIONS
- NO ANALYSIS

Be strong & grounded;
AGENT OF CHANGE

@BKBRAINS @IMAGETHINK

Graphic Storytelling

M Lipman



Graphic Storytelling:

Embark on a breathtaking journey through nature and adventure with is mesmerizing ebook, Witness the Wonders in **Graphic Storytelling** . This immersive experience, available for download in a PDF format (*), transports you to the heart of natural marvels and thrilling escapades. Download now and let the adventure begin!

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