

# RE | LAUNCH

## Storytelling for Impact Using "story" to inspire and drive change"

Everyone has a great story to tell, but most people have a hard time telling it.

This is a problem for aspiring leaders, because it's a necessary skill. C-level execs need to tell the story of the vision for their organizations. General Managers, product managers, sales and marketing leaders must tell the story of their products. And all leaders must tell their *own* story to land great jobs and inspire others once they are in them. One of the greatest challenges for a leader is making change happen, and storytelling is a skill that change-agents must master. It often separates a good manager from a great leader.

In this workshop, David will teach you the basic framework for constructing a narrative and illustrate basic storytelling techniques. Participants will have a chance to practice telling stories and receive feedback from their peers.

David will help you think about new ways to frame your personal narrative and convey it crisply and creatively. This is an essential skill as you get more serious about directing this next phase of your career.

David speaks from experience. He spoke at both his high school and college commencement ceremonies, led organizations, recruited hundreds of MBAs in his past business career (at places like Yahoo!) and has been coaching Haas MBAs and entrepreneurs for more than a decade.

### About David Riemer

Speaker \* Producer \* Storyteller



David is the Amazon Best Selling author of *Get Your Startup Story Straight: The Definitive Storytelling Framework for Innovators and Entrepreneurs*. He has spent the last 15 years helping hundreds of innovators use storytelling to put their products and businesses on the map. David's on the professional faculty at Berkeley-Haas School of Business and coaches founders at several Bay Area accelerators. Earlier in his career, he was president of the ad agency J. Walter Thompson in San Francisco, held senior marketing roles at two tech startups, and was VP of Marketing at Yahoo! in its heyday. David also produces theater and was recently chair of the board of the American Conservatory Theater in San Francisco. He holds a BA from Brown

University and an MBA from Columbia University.