

WAKE ME UP



WHEN THE DATA IS OVER

“I enjoyed the program, ‘Wake Me Up When the Data is Over: Using Stories to Drive Results,’ and really appreciated the warmth and wisdom you brought to AzSAE. I have already begun to implement ideas from the workshop and it’s only four hours later! Thank you!”

Beverly Babb, CAE, 2006 President
Arizona Society of Association Executives

What challenges does your organization face? How to retain employees and keep them engaged? Getting everyone’s behavior aligned around the organization’s core values and long-term strategy? finding sure-fire ways to brand and position the organization? figuring out how to implement and gain commitment to needed changes in a short period of time? Learn about the key insights and practices gathered from over 70 organizations around the world that are using stories to address these critical business issues and strengthen their overall performance.

YOU WILL DISCOVER...

- How to appropriately listen for and evoke stories on a daily basis.
- How to dig into stories to enhance organizational knowledge and decision-making.
- Criteria for selecting stories that reinforce key business messages.
- The steps for crafting memorable stories.
- Multiple ways to embody stories in order to positively impact people’s behaviors, attitudes, and thinking.

POSSIBLE FORMATS

- Keynote
- Half-day workshop
- Full-day workshop

WHO SHOULD ATTEND? YOU SHOULD IF YOU...

- Desire to improve the impact of your communications.
- Need to influence others to get things done at work.
- Want changes to be successfully implemented.
- Have important information that needs to be heard by others.

LORI L. SILVERMAN

Engaging. Captivating. Humorous. Passionate. Effective.

Lori Silverman is a speaker, consultant, trainer, and author who strives in her work to connect people to possibilities and to each other. Her savvy yet down-to-earth style has helped dozens of individuals and companies to realize their true potential and professional success. Lori’s highly energized and enthusiastic approach and magical stories inspire her audiences to take action. A member of the National Speakers Association, she has mesmerized thousands of people with a variety of topics—ranging from the humorously edu-taining “Schmoozing: Meet, Greet and Speak with Ease” to weighty business topics such as “More than a Quick Fix: Organizational Change that Sticks.”

Lori owns Partners for Progress, a management consulting firm dedicated to helping organizations think and act differently so they can move to the next level of performance. She’s authored myriad articles, workbooks, and books including *Critical SHIFT: The Future of Quality in Organizational Performance* and *Stories Trainers Tell: 55 Ready-to-Use Stories to Make Training Stick*. Her new book is titled, *Wake Me Up When the Data is Over: How Organizations Use Stories to Drive Results*. Having earned two Master’s, in business and in counseling, and a B.S. in psychology, Lori shares a fascinating perspective with her audiences.