

Susan Stoen.

Who Are You?

What's Your Story?

Can I Trust You?

Before we can begin influence others, these are the questions we must answer for them.

Whether your goal is to be a trusted leader, a successful sales professional, a

Inspiring stories. Inspired results.

gifted educator or an articulate communicator, one of the most powerful ways to answer these questions and make authentic connections is through story.

The business world is full of stories. Some well-crafted, others not. The well-crafted, "strategic" stories are the ones that become reliable tools to help us lead, teach, sell, connect and much more.

Susan Stoen, principal of CQ Communications (The Clarity Quotient) has spent much of her career

listening, learning and crafting stories to help others achieve their objectives. Sometimes the stories are in the form of pictures, sometimes spoken words.

Regardless of the story format, the results you experience can be the same. Close the deal, persuade others to share your point of view, teach a new idea, build solid relationships.

If you desire to tap into the unlimited possibilities that effective, strategic, stories can help you achieve, Susan's presentations are key.



"Susan Stoen tells a riveting story. And while she's telling you the story or stories she's showing you how to use her simple technique to become strategic and memorable in your presentation. It was such a marvelous experience I raced home to tell stories with more purpose and detail." **Cathy Paper, Founder, rockpaperstar**

or are you just adding to the noise?



Is your message clear...



Audience reactions

"Sue's presentation provided me with a deeper insight on the value of storytelling in the workplace and the impact you can have with clients and colleagues by mindfully crafting your message. While there were a variety of inspirational moments, I was most impacted by the level of insight not only about the message, but also by the speaker through a well crafted message in the form of a story. Her presentation was filled with information, stories and laughter. Sue does a brilliant job of bringing out the stories of the group."

Jean Nitchals, Management Consultant, Professional Strengths Focus Trainer

"I recently attended your webinar 'PowerPoint is Not a Teleprompter.' I found it to be very helpful and informational. Thank you for giving such great ideas. It is amazing how the simplest things can make such a big difference."

Glenn O'Neill, Vice President - Training Consultant | Learning and Development, Bank of the West





Susan Stoen. Popular Programs



BIO

Susan

is the founder and principal of CQ Communications: The Clarity Quotient. She has been creating, designing and coaching others to create clear and compelling business messages for more than 20 years. Her corporate career began at Northwest Airlines. After 16 years, she moved to consulting and training, where she focused her energy as Vice President of Visual Communications at Spoken Impact, a public speaking company.

In January 2009, Susan launched CQ Communications: The Clarity Quotient, where she works with clients to transform their often complex & cluttered message into a compelling business story that is well told.

By combining her passions for communication and design, she has made it her mission to identify and bring to clients the most effective methods to ensure their message is understood, remembered, repeated and acted on.

Susan is a creative, energetic speaker and consultant, who thrives on bringing clarity to indistinct messages, and helping presenters bring life to their stories for audiences. She's adept at spinning a good yarn for audiences to demonstrate what she's teaching!

Storycraft. The influence and gift of strategic storytelling.

People understand information, data, instructions and details. In fact, many of us feel we're up to our eyeballs in them. But what moves us, and what we remember – are stories.

Nearly every day, we face opportunities in which to experience authentic communication. Some of these moments are pivotal, some ordinary. Yet often, in this rushed, bullet-pointed, multi-tasking world, those moments go by unclaimed. How do we make the most of those opportunities and begin to make real and memorable connections?

One of the most important ways is through

story. Stories help us lead, build trust, inspire, create influence, be understood and remembered.

What you'll learn:

- What makes storytelling so powerful
- The elements to include to ensure your story is effective
- The difference between ordinary stories and strategic stories
- Which other communication trait is just as important as storytelling
- Tips for being an effective storyteller

In this interactive session, you'll not only hear examples of great stories, you'll get to practice telling your own.

Session Length: 1-1/2 to 3 hours

Audience Reactions

Susan engaged and inspired the audience with her sincerity and knowledge of the topic. She kept us entertained with her vivid and insightful stories. The techniques she teaches are relevant to all who strive to be better communicators. I walked away wanting more of Susan's stories. Not only did I learn from her, I learned about her.

Lisa Metwaly, Chief Instigator of Global Kinactors at Better Life Productions

Sue has a very extensive knowledge of presentation techniques and incredible creativity. She combines those with her experience in developing presentations to demonstrate an incredible grasp of what is possible with PowerPoint. I recommend her to anyone who has to do high level, professional presentations.

Jim Stewart, CEO, ProfitPATH



Story is as close as you can get to taking someone else for a walk in your shoes. Annette Simmons, *The Story Factor*



PowerPoint® is Not a Teleprompter

There are a myriad of bad PowerPoint habits out there. In fact, PowerPoint gets such a bad rap these days that "death by bullet point" is a commonly used phrase. If you use PowerPoint, you've probably developed your own bad habits. And your audience is suffering because of them.

The good news is it's relatively simple to make some changes that will make your presentation more compelling, more memorable and, well, you'll probably have more fun giving it.

What you'll learn:

- Alternative designs for text-heavy, bullet-point slides
- Design mistakes to avoid
- Resources for great images
- Effective ideas for keeping the audience on track
- Lots of PowerPoint dos and don'ts
- When to use animation
- Why the way your presentation looks affects your credibility

This session will reveal the design elements your presentation must have in

order to be great. Many ideas and methods will be shared to help you capture these elements so that your PowerPoint is exciting, memorable and effective.

Note: Because of the program's time length, this session is aimed more toward sharing and inspiring creative ideas than addressing the technical steps of "how did you do that?"

Session Length: 1 - 2 hours

