



# “The Elevator Speech is Dead.”

And other adventures for growing your business via great storytelling.

**Sean Buvala** has been in the work of business and nonprofit stories since the 1980s when he used storytelling to convert a classroom of slightly (but humorously) homicidal junior-high teens into storytelling practitioners themselves. Since then, he has worked with some of the world’s largest companies all the way across to the solo-shop entrepreneurs. Recognized for leadership with an *Oracle Award* from the National Storytelling Network, he has written books, developed websites, and taught the essential process of story-based communication to thousands.

## Interview Topics:

### • The Elevator Speech is Dead.

Grow your business by talking “with” people instead of “at” them when you use time-adjustable, listener-centered stories and anecdotes.

### • Nine Things Storytelling Won’t Do for Your Business.

Story experts are trying to sell you on the magical-thinking of the “power of stories” for your company. Be warned, there are pitfalls.

### • Seven Stories You Need for Your Business to Grow.

Teaching you the stories your company needs from the expected stories of “success,” to the surprise of “failure,” and five more.

### • How You, the Tech God, Can Speak to Mere Mortals About Their Technology.

Come down the mountain of knowledge and learn to speak in the ways of the people, oh Tech Expert.

## Others Say:

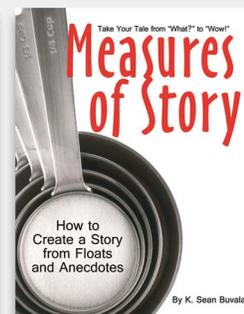
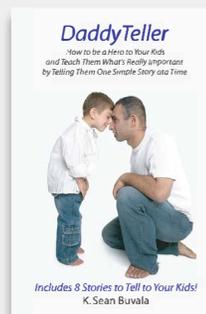
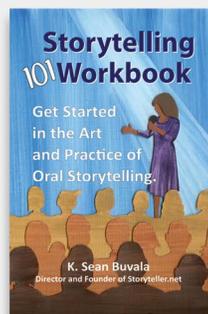
“He is not only knowledgeable about the art of storytelling, but his vision advances the art.”

- Kevin Cordi Ph.D.

“(Sean) helped me make my presentations more effective by incorporating stories into them. Specifically, he provided detailed and actionable advice that has helped potential clients...connect with my business. As a result, my business has grown significantly since our sessions together.”

-Nicole Witt, *The Adoption Consultancy*.

## Books:



## Contact:

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