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Think Deliberately™

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**BETTER COMMUNICATIONS.  
BETTER ORGANIZATIONS.  
BETTER PERFORMANCE.**

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**AWAKEN THE STORYTELLING GIANT IN YOU**

ENGAGING AND INSPIRING THE DOE COMMUNITY

**IRA KORETSKY**  
CEO, THE CHIEF STORYTELLER®  
VETERAN, US ARMY

**The Chief Storyteller®**  
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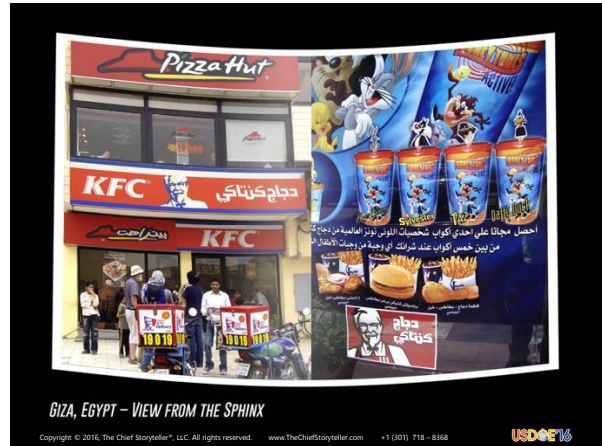
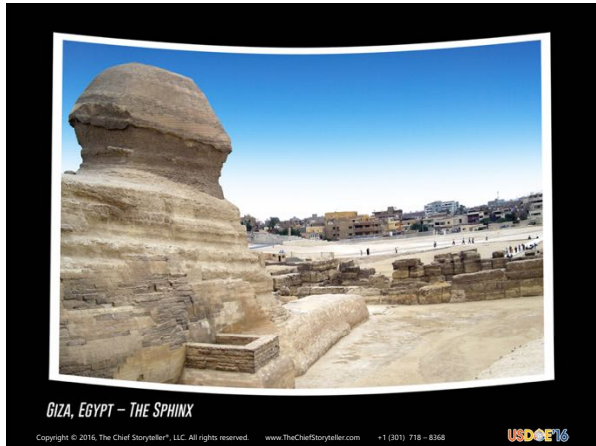
**CHIEFSTORYTELLER**

**USDOT'16** 15th Annual DOE Small Business Forum & Expo  
MAY 23 - 25, 2016 | ATLANTA, GA

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**USDOT'16**



What do **YOU** want to be known for?

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WHAT IF...

THAT "DELIBERATE" STORY  
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WHAT DIFFERENCE COULD THAT "RIGHT STORY"  
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1st	2nd	3rd	4th
<b>Elevator Speech</b>	<b>Capabilities Statement</b>	<b>Capabilities Presentation</b>	<b>Request For...</b>
<ul style="list-style-type: none"> <li>Referral</li> <li>Email</li> <li>Networking</li> <li>LinkedIn</li> <li>Vendor database</li> <li>SAM</li> </ul>	<ul style="list-style-type: none"> <li>Value Prop</li> <li>Executive Summary</li> <li>Past Performance</li> <li>Services</li> <li>Differentiators (Tailored)</li> </ul>	<ul style="list-style-type: none"> <li>Key Issues</li> <li>Value Prop</li> <li>Past Performance</li> <li>Services</li> <li>Differentiators (Tailored)</li> </ul>	<ul style="list-style-type: none"> <li>White Paper</li> <li>Draft Activities &amp; Deliverables</li> <li>RFQ Response</li> <li>RFP Response</li> <li>Task Order RFP</li> <li>Task Order</li> </ul>

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**MAKE ME CARE**

**AWAKEN YOUR GIANT**

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Start/Stop: 01:28 to 04:25  
[http://www.youtube.com/watch?v=9NKvF\\_zYyXI](http://www.youtube.com/watch?v=9NKvF_zYyXI)

*HISTORIA DE UN LETRERO, THE STORY OF A SIGN*  
 ALONSO ALVAREZ BARREDA, WAMA FILMS

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**WHAT'S YOUR STORY / MESSAGE?**  
 HOW MANY DEGREES AWAY ARE THE DECISION-MAKERS?

**YOU** 1 2 3 **INFLUENCERS AND OPINION LEADERS** **DECISION MAKER**

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Stories that make us care aren't created by chance, they are created by design.  
 — Andrew Stanton, Pixar, Producer, Director, Screenwriter

2 Oscars, 46 Nominations

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**“Do you remember the day your best friend was a stranger?”**

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*Learn how to tell a story about your company and how it will impact me, your client. Don't trash others. Be an educator and make me, your client, smarter.*

— Pete Tseronis  
 Department of Energy  
 Chief Technology Officer  
 2008 - 2013

*Discussion with Ira Koretsky of The Chief Storyteller\**

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# STORY SEEKER



LISTEN > TALK

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# ONE (BIG) IDEA

THAT PROMISES A BETTER TOMORROW™

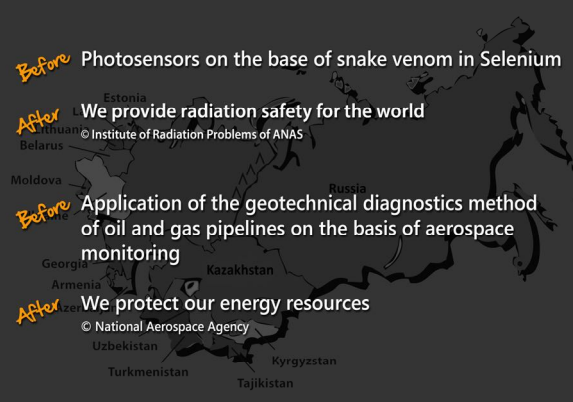


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TBILISI, GEORGIA

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**Before** Photosensors on the base of snake venom in Selenium

**After** We provide radiation safety for the world  
 © Institute of Radiation Problems of ANAS

**Before** Application of the geotechnical diagnostics method of oil and gas pipelines on the basis of aerospace monitoring

**After** We protect our energy resources  
 © National Aerospace Agency

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What impresses me most are the people with pictures and stories. They are very comfortable with our needs and how to position themselves.

— Interviewee with Ira Koretsky of The Chief Storyteller\*

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Don't quote me a Cadillac when I asked for a VW. Quote me the VW and offer me the Cadillac.

— Interviewees x3 with Ira Koretsky of The Chief Storyteller®

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“I’m a risk consultant”

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**USDOE16**

“I make a difference in patients’ lives every day”

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**USDOE16**

TAIWAN  
TAIPEI 101 BUILDING  
BUILT 2004

**Travel Time**

# of Floors to Travel	+ 10 Seconds
# Buildings ...	93
Avg Floors/Bldg ...	15
Locations ...	World

The Chief Storyteller®  
Unscientific, First Person Study

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**3 to 5**

“Unplanned, in the Moment” stories told per hour per person

Meetings .....	~25
Time Period .....	2 months
Story Duration ....	1 to 3 mins
People .....	World

The Chief Storyteller® Unscientific, First Person Study

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Stories that make us care  
which inspired the designs  
that we created for design

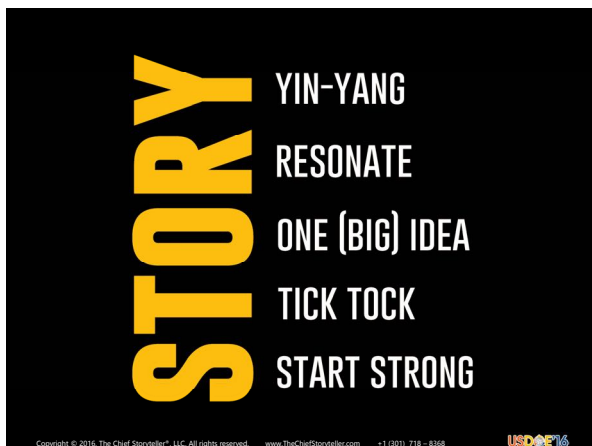
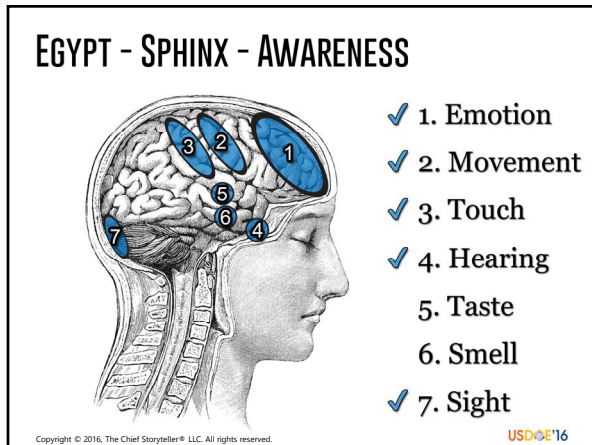
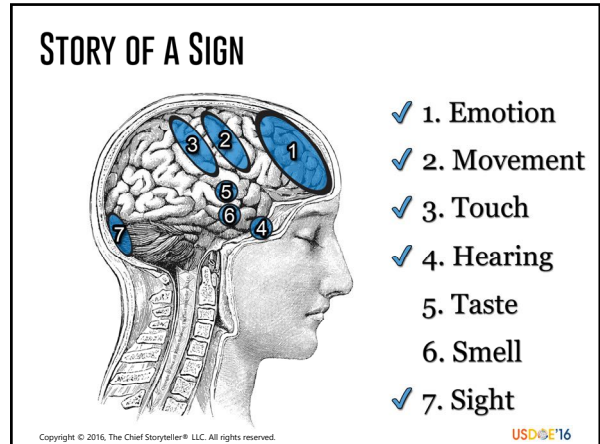
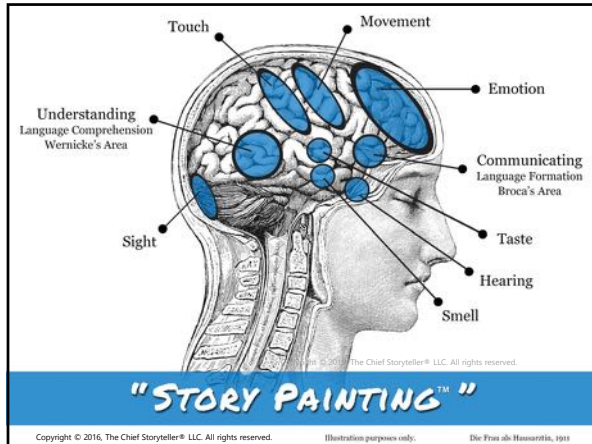
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**PERSONAL**  
 ENCOURAGEMENT  
 MOTIVATION  
 CUSTOMER SERVICE  
 MORE...

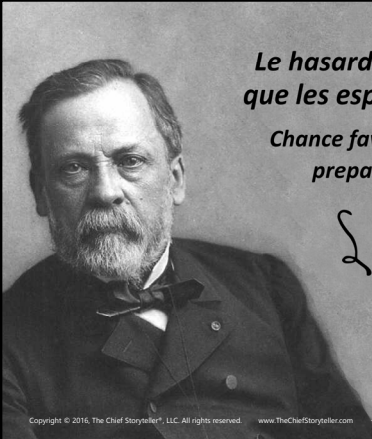
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**Start/Stop: 00:28 to 03:28**  
<http://bit.ly/1W4Y5WS>

**JEFF HOFFMAN**  
 "THE POWER OF WONDER" TEDxWALLSTREET PRICELINE'S YARDSALE.COM

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*Le hasard ne favorise que les esprits préparés*  
*Chance favors only the prepared mind*

*L. Pasteur*

— Louis Pasteur  
 Chemist and microbiologist  
 1822 - 1895

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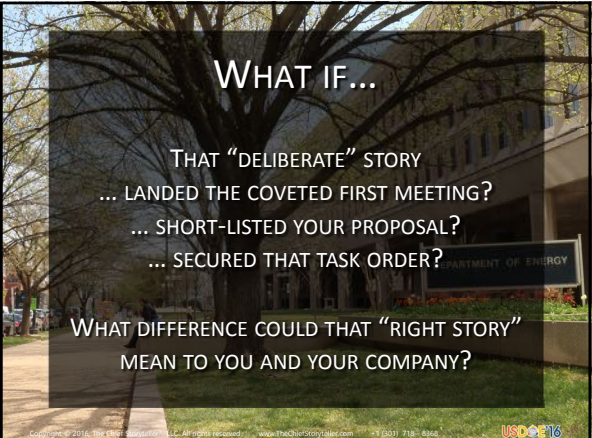



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**TREAT EVERYONE LIKE A CEO™**

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# TURN YOUR KNOWLEDGE INTO POWER

## 1

Story Seeker

## 2

Story Library

## 3

Story Teller

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People will forget what you said, people will forget what you did, people will never forget how you made them feel.

*Maya Angelou*

— Maya Angelou  
American Poet

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# AWAKEN THE STORYTELLING GIANT IN YOU

ENGAGING AND INSPIRING THE DOE COMMUNITY



**IRA KORETSKY**  
CEO, THE CHIEF STORYTELLER®  
VETERAN, US ARMY

**The Chief Storyteller®**  
*"Think Differently!"*

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- PRESENTATION DESIGN & DELIVERY COACHING SERVICES**  
Engage your audiences, overcome objections, and inspire them to act. Create memorable visuals and messages in your presentations and learn how to share exciting stories.
- TRAINING / TALENT DEVELOPMENT / WORKFORCE DEVELOPMENT**  
Expand your skills with immersive programs designed around your real-world challenges. Every program is customized to your goals.
- CEO & EXECUTIVE COACHING – COMMUNICATIONS**  
What if the right story or presentation helped close a new client, obtain board approval, recruit a strategic hire, land a perfect job? What could the "right story" be worth to you?

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SUCCESS STORIES

TESTIMONIALS

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TIP OF THE WEEK

NEWSLETTER

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<p><b>GLOBAL</b></p> <p>BRACE   oXya   CO3</p>	<p><b>GOVERNMENT</b></p> <p>LIBRARY OF CONGRESS   CDC</p> <p><b>ACADEMIA</b></p> <p>Berkeley   ROBERT H. SMITH SCHOOL OF BUSINESS</p>

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<p><b>GLOBAL</b></p> <p>CEP   GLA   BAL   MAXCS   ACEVO</p>	

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THE CHIEF STORYTELLER®

BLOG

SLIDESHARE

tip  
TIP OF THE WEEK

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YOUTUBE

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6. **Avoid the Word "Strive" and Other Wishy-Washy Words**  
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3. **Your People (Even the Volunteers) Are Your Brand**  
<http://www.thechiefstoryteller.com/blog/item/968>
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