

Sail the Seven Cs of Sensational Storytelling

How can storytelling help you Stand Out from the crowd?

What is the most important storytelling formula?

What are the 7 Cs to Sensational Storytelling?

1st C:

2nd C:

3rd C:

4th C:

5th C:

6th C:

7th C:

What is the 3D Storytelling experience?

What is a Future Story?

The 12 *Stand OUT!* Storytelling Competencies

On a scale of 1 to 10 (1 being least effective and 10 being as effective as possible), rate your skills in each of the following areas:

1. **Storytelling:** How well do you use stories to support your main message and “sell” your benefits to an audience? **Your rating** _____
2. **Selling:** How good are you at selling ideas, products, or services to an audience? **Your rating** _____
3. **Process Driven:** How well do you give credit to the processes, formulas, or systems you promote, rather than building yourself up? **Your rating** _____
4. **Next Steps:** How effective are you at providing one specific next step for your audience to take? **Your rating** _____
5. **Anchor-Driven:** How effectively do you use Anchors (stories, analogies, acronyms, activities, videos, etc.) to make your points more memorable? **Your rating** _____
6. **Begin with a Bang:** How effectively do you use the first 30 seconds of your presentation to grab your audience’s attention and make them want to hear more? **Your rating** _____
7. **Succinct:** How well do you get to the point and not overwhelm your audience with too much information? **Your rating** _____
8. **You-Focused:** How much do you focus on the audience with “You-focused” statements versus “I-focused” statements? **Your rating** _____
9. **Dynamic:** Rate your enthusiasm, energy, and ability to connect with your audience when you present your story. **Your rating** _____
10. **Involvement:** How well do you get audience involvement in your presentation from start to finish? **Your rating** _____
11. **Staging:** How effectively do you use your entire speaking area to support your message? **Your rating** _____
12. **Research Driven:** How well do you research your audiences before you present and asses their involvement with you throughout your presentation? **Your rating** _____

Takeaways

Who is Michael Davis?

When asked how he earned the moniker 'the Storytelling MD,' Michael Davis replies, "I greatly admire the work doctors do to earn their MD. I took a different route. " I didn't go to school for 8, 10 or 12 years, but I have engaged in detailed and in-depth study of public speaking and storytelling skills since 2001. Also, I was born with the initials MD. When you combine the two...you get the Storytelling MD."

Michael's passion for storytelling and public speaking was not obvious early in his life. As a child, he was shy and reserved - not an indication he'd grow up to be a professional public speaker and presentation skills coach.

This is especially surprising because of an incident in first grade that caused so much embarrassment he became afraid of speaking to groups of any size. That experience carried over into adulthood.

As a young financial planner, his seminars about money were poorly delivered. He was given an ultimatum, "Become a better presenter - or ELSE!!" This stirred up all of his anxieties about public speaking.

Because of that threat, he joined Toastmasters International in 1994. There he learned to control his anxiety about speaking. He also discovered that crafting and delivering impactful presentations is a learnable, repeatable skill.

In the years that followed, he became a voracious student of public speaking and storytelling. He also discovered that he loves to help others improve these skills. That inspired him to start the company Speaking CPR.

In 2011, Michael earned the designation Certified World Class Speaking Coach. The processes and skills he teaches help you increase your visibility, create more opportunities for advancement, save you time, and may also increase your income.

To keep abreast of new ideas from the speaking world, he works closely with World Champion and Hall of Fame speakers. He also studies the work of Hollywood screenwriters and professional comics to expand his knowledge of presentation skills and offer a unique perspective on these topics. Because of his dedication to the craft, Michael is sought by speakers all over the world.

He has produced audio programs, is a contributing author to three public speaking books, has recently released his first book, '*THE Book on Storytelling*,' and presents public speaking and storytelling skills workshops throughout the year.

Michael is a candidate member of the National Speakers Association (Kentucky Chapter) and a member of Toastmasters International.