

KEYNOTE

the persuasion *playbook*.

Leveraging the magic of speaking your story to move your audience and make a bigger impact.

STORYTELLING IS ONE OF THE MOST POWERFUL TOOLS available to anyone who has the courage to yield it...

The problem is: we don't know how!

what

It's not just about being less boring. Without story, your pitch will fall flat. Your customer will care less. Your audience will walk away - all hitting your bottom line.

The thing is? - there are some simple shifts that can make all the difference, empowering you to show up with a story-based message, with ease and confidence.

TAKEAWAYS

- Learn about the brain's specific readiness for the power of story (and why it's worth it)
- Identify the key shift we have to make as leaders in order to more powerfully persuade and influence
- Discover 3 simple and powerful strategies that will help you serve your "audience" (whoever that might be) - and lead with story.

it's more than a keynote; it's an experience

interactive; responsive; personalized

how

In this interactive, delightful, and engaging keynote, Sally breaks down the myths of storytelling in business and leadership - and shares a simple approach to leveraging this magical and persuasive tool.

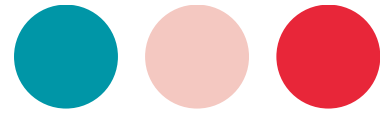
Sally had an outsized impact on the community of professionals who attend our conference. We speak often about the importance of authenticity. But Sally simply exudes it; she is just so obviously being herself in front of our audiences. That has been an inspiration to them and makes our jobs easier too.

~Rick Altman, Conference Producer

sallyz.
BE MOVED TO SPEAK YOUR STORY

AWARD-WINNING SPEAKER &
SPEAKER COACH

sally zimney



"Sally Z" is an award-winning speaker & speaker coach whose mission is to create talks that move their audiences and the world.

After 20+ years of honing her craft (starting with speaking to teenagers!) - Sally coaches big-hearted entrepreneurs and change-makers of all stripes to step on "stage" and speak their story in a way that moves audiences - with authenticity, clarity and courage.

Sally has spoken in front of thousands of people - coached hundreds of speakers - and witnessed countless 'moving moments' in that powerful connection between speaker and audience. Sally is also the host of [This Moved Me](#), a top 2% podcast about the art of public speaking, sharing insight and inspiration so that our talks can move the world.

From the boardroom to the biggest of stages - Sally believes that when we share our authentic voice and story - big things can happen.

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"Working with Sally was transformational."