

# BE A BETTER STORY

Diane Currie Sam



**Diane Currie Sam, BSc, MA** is an award-winning educator, speaker and business woman. She is the founder/CEO of MoBoleez Baby Products and Be a Better Story.

Diane is a life-long innovator and entrepreneur, and was the founder of 2 successful Canadian Internet/Technology firms, Infinity Internet (acquired by Cyberion Networking Corp.) and Digital Ripple Services, an innovative technology provider. She is a former Instructor and course developer with the University of British Columbia and Capilano Community College (and numerous corporate clients), and is a graduate of the "Leader to Luminary" Mesmerize your Audience series, "Lifestyle Selling for Women", "Adult Educator Certificate" (UBC).

A highlight of Diane's speaking career was delivering the Valedictorian address at Trinity Western University.

Products she designed and brought to market have been innovation and product of the year award winners and are sold in retail stores worldwide.

She is a masters-level business coach, a columnist for Inc. magazine, and has a Master's Degree (MA) in counseling psychology from Trinity Western University and a Bachelor's of Science degree from the University of British Columbia.

## Looking for a Groundbreaking Professional Speaker?

If you are planning an event in which you absolutely have to touch the hearts and minds of your participants, then the right speaker is Diane Currie Sam, business owner, coach and frequent speaker at industry events.

Combining smart business sense with the wisdom of a masters-level counselor and a passionate storyteller/educator, Diane challenges audiences to live up to their passions and build profitable businesses. Whether you need to unify a diverse group, get through a difficult transition, build your membership base, or motivate your members to build the type of grass-roots change sorely needed in today's fast moving business climate, Diane can help your audience with practical, down-to-earth business advice and motivation for them to transform their business and re-connect to the heart of what they do.

### "A Master Storyteller"

"You are a master storyteller. Your story deeply touched my heart and helped me grow. Was so much fun working with you this weekend. "

- Participants, Mesmerize your Audience weekend event

### "A Big Hit!"

Diane's workshop on "Responding to Opportunities for Innovation" was a big hit at the British Columbia Centre for International Education conference at Simon Fraser University's Harbour Center. Participants loved her enthusiastic and interactive teaching style.

Carol Cram, Capilano College

## Topics

### ***Raising Your Voice: How to Tell Stories that Will Transform You, Change the World and Attract Clients Like Honey***

Stories are like magic, and storytelling can be an extraordinarily powerful way to create change - when done right. A good story-based communications campaign can mesmerize, entertain and persuade an audience into accepting new ideas and moving into action. Join communications strategist and story-based communications expert, Diane Currie Sam in this one-of-kind workshop-style presentation where she cracks the code on how to orchestrate and shape powerfully persuasive stories that **moves people into action**, and all-but-eliminates the competition!

### **Wow the Webinar! 3 Secrets to Creating a Big Impact, High Converting Webinar**

You've decided to do a webinar. You've bought the software. Made slides. Advertised. But, how do you know if it's actually going to convert to more sales? Join story-based marketing expert Diane Currie Sam as she reveals the 3 secrets to a big impact, high converting webinar. Master the art of the virtual presentation in this fun, high-energy presentation that unites the wisdom of the ancients with the modern neuroscience of persuasion as it shows you how to **wow the webinar!**