

The Art & Science of Big Storytelling

with Diane Currie Sam, BSc, MA

The Most Irresistibly Powerful, Strategic Tool for Change That is Hidden in Plain Sight in Your Organization ...



An Introductory Workshop

A well-told story can be an extraordinarily powerful way to create change - when done right. In this one-of-a-kind presentation, Diane Currie Sam, a communications advisor and story strategist, cracks the code on how to orchestrate and shape powerfully persuasive stories that inspire, motivate, educate, launch movements and change lives.

Learn how to:

- Find, structure and position your organization's "Golden Stories" for maximum impact,
- Balance emotion with information in a strategically told story
- Develop story-based leaders and a storytelling culture in your organization through Diane's unique StoryCentering™ tools and techniques

The future isn't a place you go to – it's something you invent. Your ability to invent the future depends on how well you communicate your ideas. Want people to act on your ideas? Want to create big change? This presentation will show you how to harness the power of big storytelling.

Contact: diane@beabetterstory.com to schedule this workshop in your organization

“You are a master storyteller. I understood myself a lot better after working with you on my story, actually, I became a better person because of you.” – Martin Ricketts, Digital Samurai



Diane Currie Sam is an award-winning communications strategist, a corporate educator, speech writer and master storyteller who has spoken on stages internationally and worked with hundreds of clients to initiate massive growth in their businesses, secure millions of dollars in funding and sales contracts, and initiate change through creating story-based speeches, presentations and investment pitches.

Her well-known education and training programs include “Speech Writer in Your Pocket! How to Write a Speech” online course, “Your Golden Story” weekend storytelling-from-stage live workshop and her “Urgent Challenge Solution: Storytelling for Change Makers” workshops.

She is the founder/CEO of “Be a Better Story” business services and a contributing columnist for Inc. Magazine. She has a Bachelor's of Science degree from the University of BC and a Masters of Arts in psychology from Trinity Western University.

She is also a lifelong innovator and entrepreneur, Harry Potter fan, poet, aspiring romance novelist, author of the bestselling book *“Stop Staring at a Blank Page: How to Write a Speech that Will Transform You, Change the World and Attract Clients Like Honey”*. She lives in Coquitlam, British Columbia.

Additional Talk Titles

“Inventing the Future – How to Master the Persuasive Story and Create Change”
(for a business or group undergoing change)

“Unleash Your Stories! How to Create and Present a Game-Changing Signature Talk that Will Change You, Change the World and Attract Clients Like Honey”

“Promote Your Business Through Speaking: How to Create a Speech that Will Transform You, Change the World and Attract an Influx of Cash”