



inspires • motivates • transforms through the power of story

Motivational Speaker • Master Storyteller • Author

Ignite The Power of Story To Educate, Engage and Persuade

Kentucky Dental Meeting, March 6, 2015

“SPEW” Stories To Ignite Ideas, Thoughts, Emotions

S: **SELECT** the right story to create connections

P: Make it **PERSONAL** to inspire trust

E: Evoke **EMOTION** to be memorable

W: Impart **WISDOM** to show value

Story Types	Story Goals
Folktale	Articulate your value
Show & Tell	Communicate your work ethic
Personal Story	Set yourself apart from your competition

Weave Your VALUES into the Story

- Experience
- Respect
- Integrity
- Technology
- Community
- Training
- Communication
- Healthy lifestyle
- Comfort
- Quality
- Family
- Philanthropy

Generate Your Story

- How have you helped a patient overcome a fear?
- How have you exceeded the expectations of a patient?
- How have you motivated a patient to become healthier?
- What was the most memorable dental procedure you performed?
- What is the most valuable lesson you learned from a patient?
- What factors influenced you in choosing a career in dentistry?

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