



**Karen Friedman**

— ENTERPRISES —

CREATING COMPELLING COMMUNICATORS

**WHAT'S  
YOUR  
STORY?**

**Celebrating Your  
Unique Voice**

**In March, Kevin arrived at the Google office  
with an envelope in his hand...**



# Merriam-Webster Dictionary

**“A story tells us about an event or series of events, either real or fictional (made-up). Stories are told to interest, entertain, and teach us. Stories help us connect with others, communicate ideas, and imagine life's possibilities.”**

purpose

place

connect the  
D O T S

people




ENTRY





# Generic built 2000 with several key themes in mind. The features represent enabling technologies that translate into compelling business benefits

<b>Highly Reliable</b>	<b>Enabling Technologies</b>	<ul style="list-style-type: none"><li>Lower MTBF and greater driver testing</li><li>Elimination of most reboot scenarios</li><li>Extensive clustering services</li><li>Faster system recovery and restart</li></ul>
	<b>Business Benefit</b>	<ul style="list-style-type: none"><li>Increased user productivity</li><li>Improved stakeholder experience</li><li>Improved asset utilization</li></ul>
<b>Easier to Use And Manage</b>	<b>Enabling Technologies</b>	<ul style="list-style-type: none"><li>Mobile/roaming support</li><li>Mobile devices, network mgmt.</li></ul>
	<b>Business Benefit</b>	<ul style="list-style-type: none"><li>Consolidation options</li><li>Centralized management/control</li></ul>
<b>Next Generation Web Apps</b>	<b>Enabling Technologies</b>	<ul style="list-style-type: none"><li>Cloud-based IIS, transactions</li><li>Cloud-based support</li><li>Source control</li><li>Security</li></ul>
	<b>Business Benefit</b>	<ul style="list-style-type: none"><li>Cloud-based IT "fabric"</li><li>Greater user engagement</li><li>Agile development</li><li>Automated action</li></ul>



EMOTIONAL  
CONNECTION





## **SIT IN THEIR SEATS**

- Who am I talking to
- What do they care about
- What would I care about if I were them
- What do I want them to think, do, know, feel
- What do I want them to remember
- What stories, examples can drive home data?



# BEHIND THE CURTAIN

## Beginning: Challenge

Life as we know it  
Issue. Problem. Challenge  
Impact daily life?

## Middle: Journey/Struggle

Struggle/Complication  
What happened?  
What were you feeling?

## End: Outcome

How is life better?  
Resolved  
Moment of insight? Ah-ha!

# PERSONAL MESSAGE

**I saw first-hand how the unwavering support for the patient community could change outcomes. I may not think sharing my journey made a difference, but over and over again I have been told my story helped them go on. You have the power to make a difference.**

# Game Changers



MARKETPLACE

# ASK THESE QUESTIONS



Why are you telling your story?



What are you trying to convey?



What do you want to leave them with?

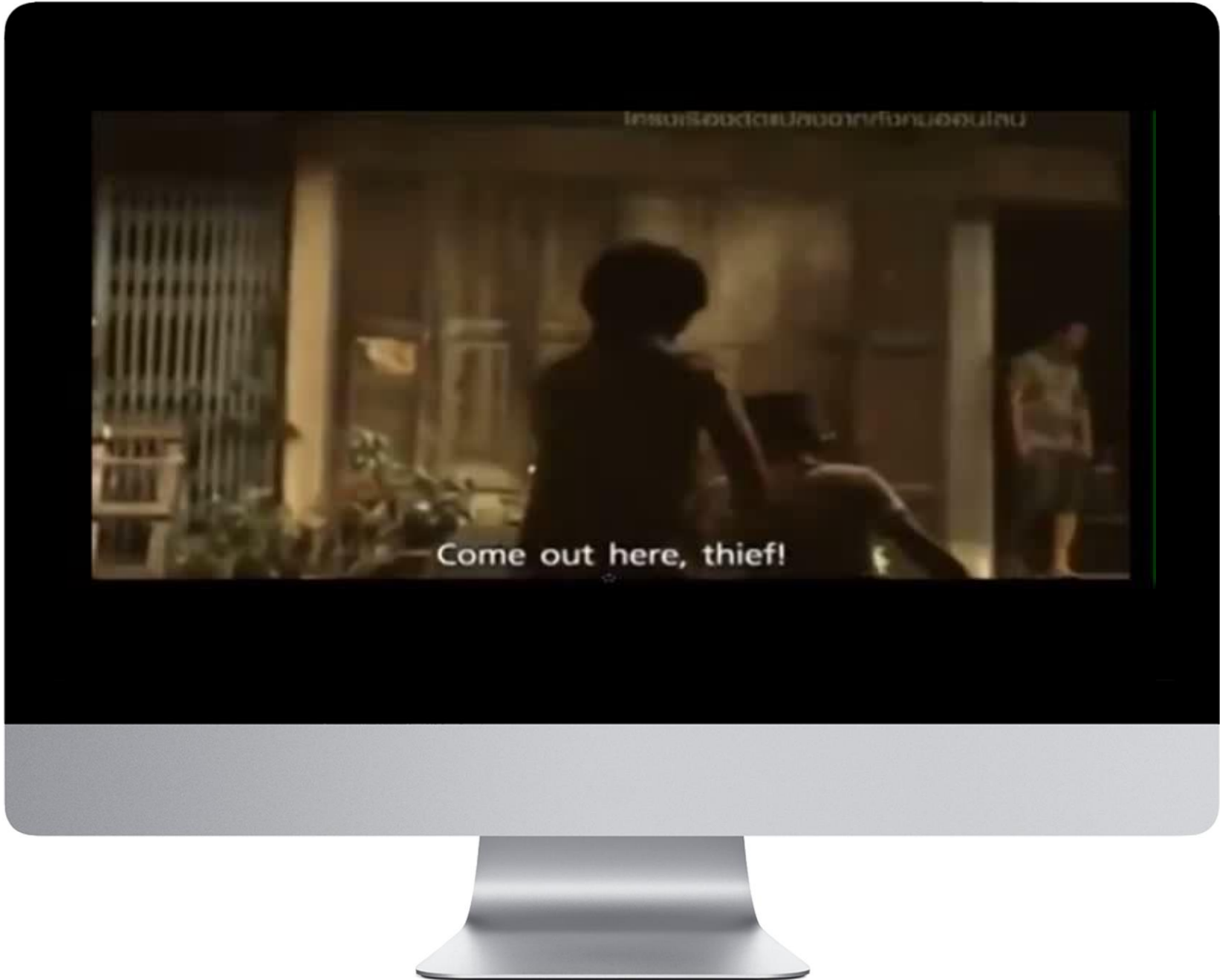
# YOUR TEAM



WENDY SALTZMAN



CINDY HOFFMAN



Come out here, thief!



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