

JOIN US FOR A

MARTINI AT BRUNCH
Streaming live Wednesdays @ 10:30am - 11am CST

Coach Louis Halbgewachs and Dr. Jeromey Martini | June 17, 2020

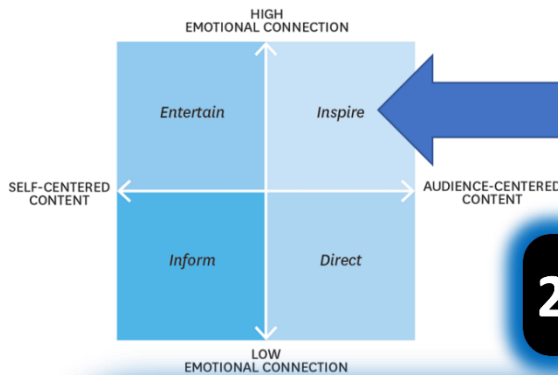
Preach like

TED

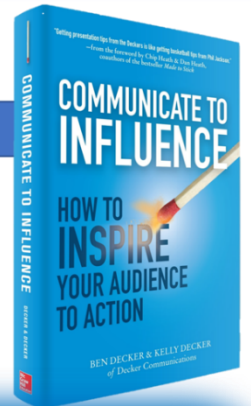


TIPS AND TOOLS FOR PERSUASIVE PREACHING

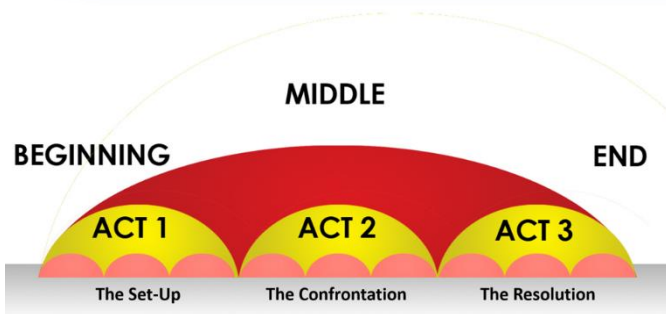
1. STRUCTURE



2. STORY



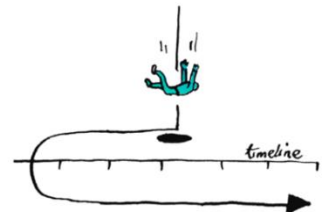
"A listener's brain mirrors a speaker's brain when the speaker is telling a story about a real-life experience. In study after study, neuroscientists using the latest technology are confirming what we've known for centuries. **The human brain is wired for story**" - Carmine Gallo, *Five Stars: Communication Secrets to Get from Good to Great*, 150.



SPARKOL

8 CLASSIC STORYTELLING TECHNIQUES FOR ENGAGING PRESENTATIONS

IN MEDIAS RES



3. STAGE PRESENCE



Top Five Recent Books on Communication (Plus ONE on Presentations)

1. Ben Decker and Kelly Decker, *Communicate to Influence: How to Inspire Your Audience to Action*. Toronto: McGraw-Hill, 2015.
2. Carmine Gallo, *Talk Like TED: The Nine Public-Speaking Secrets of the World's Top Minds*. New York: St. Martin's Press, 2014.
3. Carmine Gallo, *The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch and Others Don't*. New York: St. Martin's Press, 2016.
4. Carmine Gallo, *Five Stars: The Communication Secrets to Get from Good to Great*. New York: St. Martin's Press, 2018.
5. Chris Anderson, *TED Talks: The Official Guide to Public Speaking*. Toronto: Collins, 2016.
6. Cliff Atkinson, *Beyond Bullet Points: Using PowerPoint to Tell a Persuasive Story that Gets Results*, 4th edition. Pearson Education and Microsoft, 2018.

