

Four Days...

One Big Story...

and a Live Audience!

The Art of Story



**YOU'RE
SMART...**

**YOU'RE
STRATEGIC...**

**YOU'RE...
FORGETTABLE**



WELCOME TO

The Art of Story

OUCH!

Here's the thing. Most leaders are clear, most professionals are competent, most presentations are... fine.

Fine doesn't move people.
Fine doesn't change culture.
Fine doesn't get remembered.

In an on-demand world where everyone is scrolling, swiping, skimming, and "circling back"...

Your ability to hold a room is no longer optional. It's leadership.



THIS IS DEEPER THAN THAT.

STORYTELLING IS CRUCIAL FOR LEADERS BECAUSE IT CREATES MEANING, NOT JUST MESSAGES. IN COMPLEX, DYNAMIC ENVIRONMENTS, STORIES HELP PEOPLE UNDERSTAND WHY SOMETHING MATTERS, TURNING INFORMATION INTO CLARITY AND PURPOSE.

Build one story that actually matters

Learn how to create tension (the good kind)

Understand why emotion drives memory

Practice in a room where you are safe enough to stretch

Get feedback that sharpens, not shames

Deliver your story live in front of an audience

WHAT MAKES THIS DIFFERENT?

Small cohort.
High feedback.
Real stage.
Professional video capture.
Only 15 Participants

This is where theatre meets leadership.

Psychological safety meets performance
courage.

Strategy meets soul.

THIS IS FOR LEADERS WHO:

01. Are ready for bigger rooms

02. Want influence without
hiding behind slides

03. Know they have something to
say - but it's not landing yet

04. Are done being "polished"
and ready to be compelling

If you've ever just thought:

**"I KNOW WHAT I WANT TO SAY... SOMETIMES
IT DOESN'T TRANSLATE TO THE AUDIENCE."**

We see You!

CAROLINE BERGLUND



Communication
Obsessed
Human

(yes, that's
intentional)

PATRICIA GLENN



Story Coach
&
Emotional Arc
Whisperer

YOUR STORYTELLING TEAM

WITH GUEST
CONTRIBUTORS
IN IMPROV AND
THEATRICAL
CRAFT.

ANDRE N. MAMPRIN



Strategic
Architect

(and calm in the
storm)

JASON LEWIS



The scientist
and Improv
Guru

THE 4 DAY IMMERSIVE EXPERIENCE

Live
Audience
Finale.

Professional recording
All meals included
Limited seats

This is not about becoming a
"better presenter."

It's about becoming someone
people lean toward when you
speak.

Tell your story.

Hold the room.

Own the stage!

\$7,500
per attendee