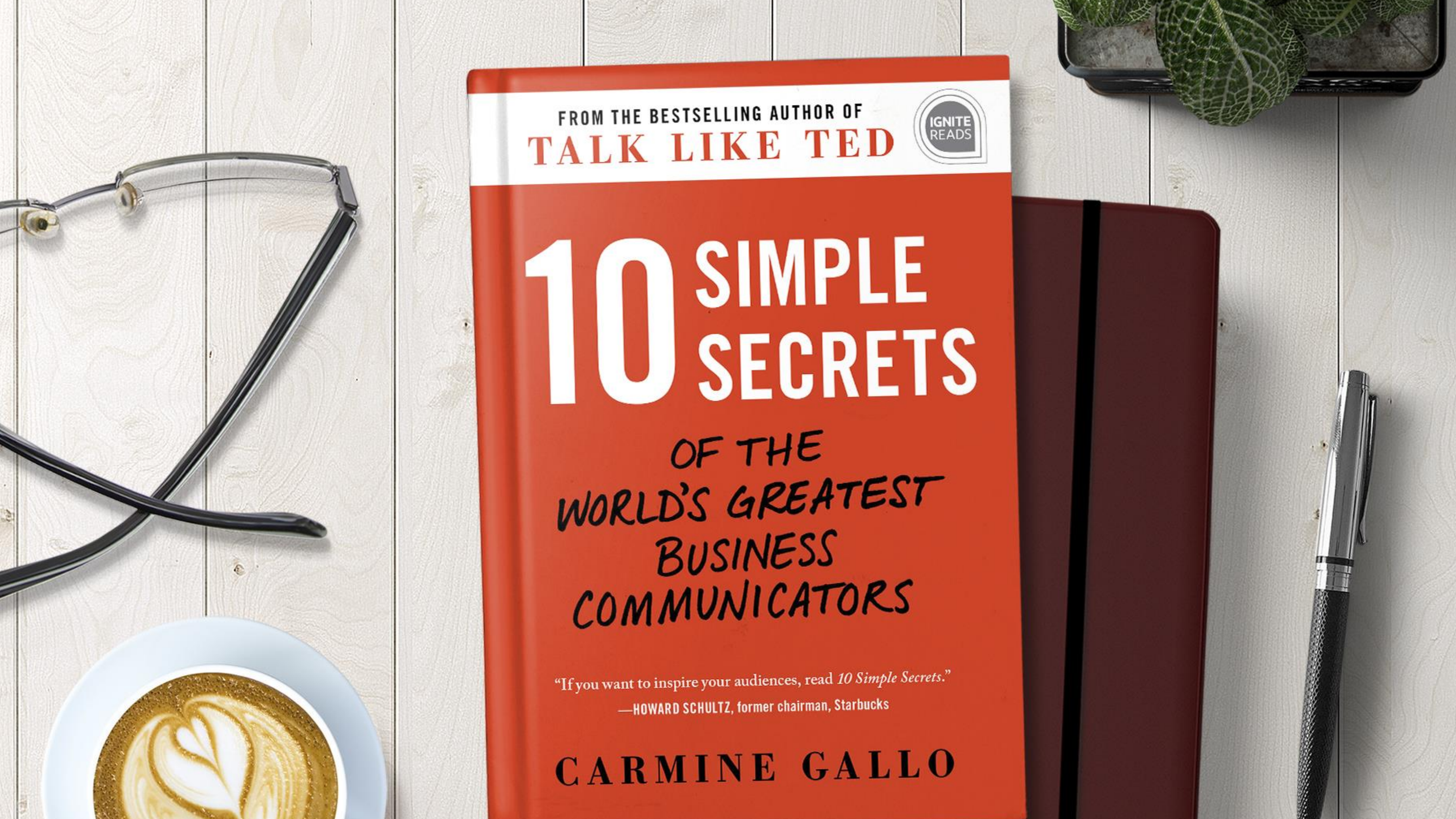

FROM THE BESTSELLING AUTHOR OF
TALK LIKE TED
IGNITE READS
10 SIMPLE SECRETS
OF THE WORLD'S GREATEST BUSINESS COMMUNICATORS
"If you want to inspire your audiences, read 10 Simple Secrets."
—HOWARD SCHULTZ, former chairman, Starbucks
CARMINE GALLO

Ideas don’t sell themselves

BENEFITS

- Stand out from the competition
- Attract customers
- Close sales
- Raise visibility
- Advance a business agenda
- Inspire audiences
- Change the world

“You cannot over invest
in communication skills.”
INDRA NOOYI
Fmr. CEO, PepsiCo

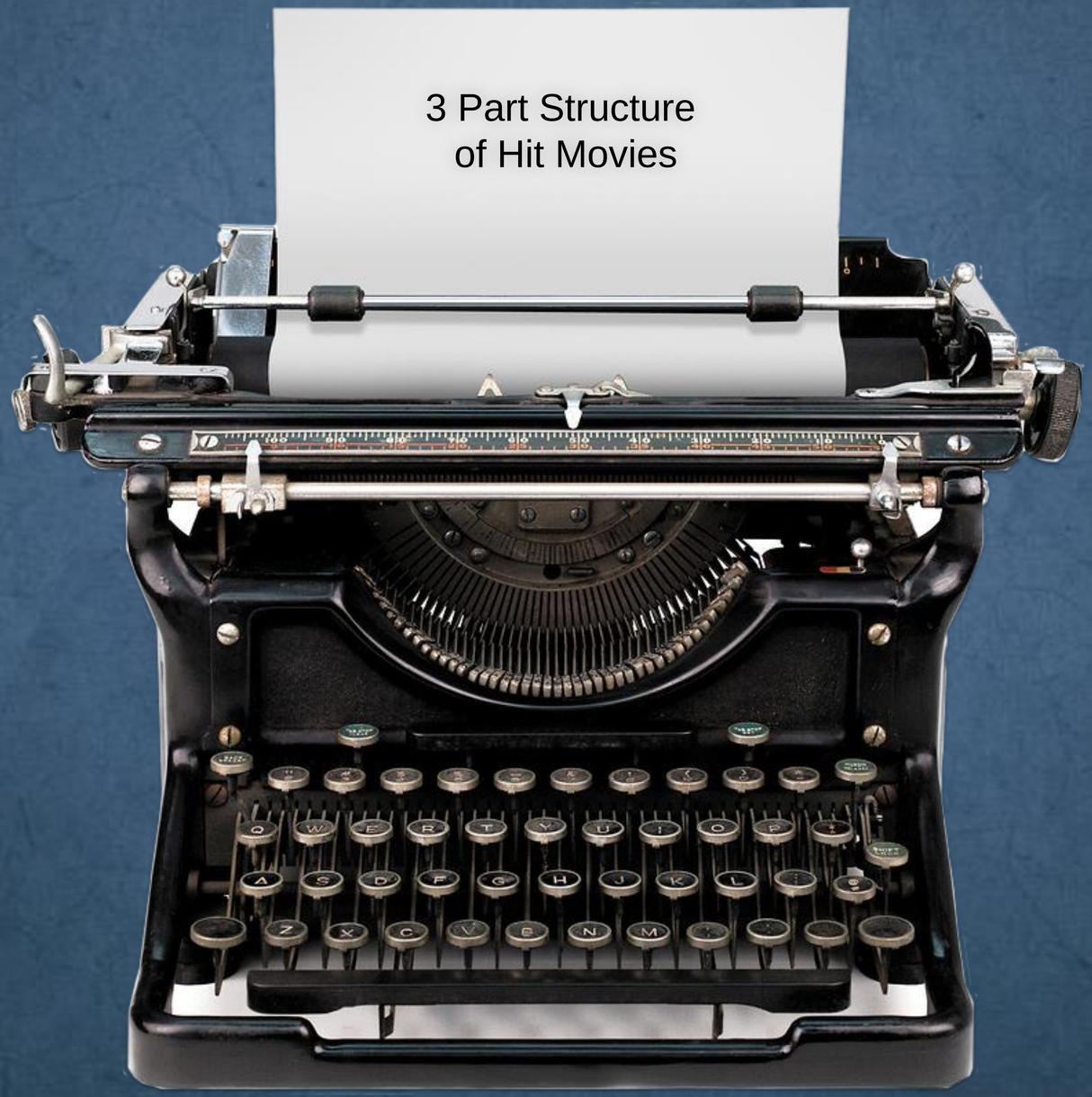
“People with PASSION can change the world for the better.”
—Steve Jobs

UNLEASH YOUR PASSION

Why do I believe in my idea, product, service or cause?
Why am I excited about it?
What’s my personal connection to the topic?
Why should my audience care?

The biggest thing I learned from Steve Jobs was storytelling, storytelling, storytelling.

TONY FADELL
‘father of the iPod’, and founder, Nest

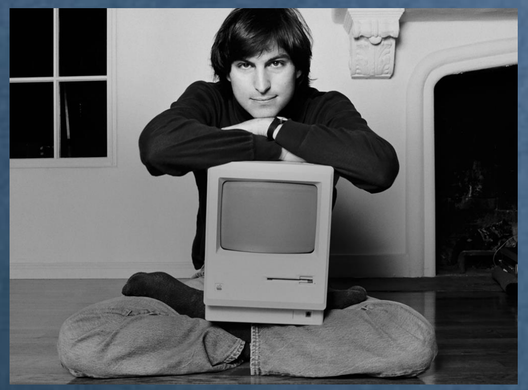

3 Part Structure
of Hit Movies

3 Part Structure of Hit Movies

THE SET UP
(The hero's world before the adventure starts)

THE CONFLICT
(The hero's world is turned upside down)

THE RESOLUTION
(Hero's world is transformed)

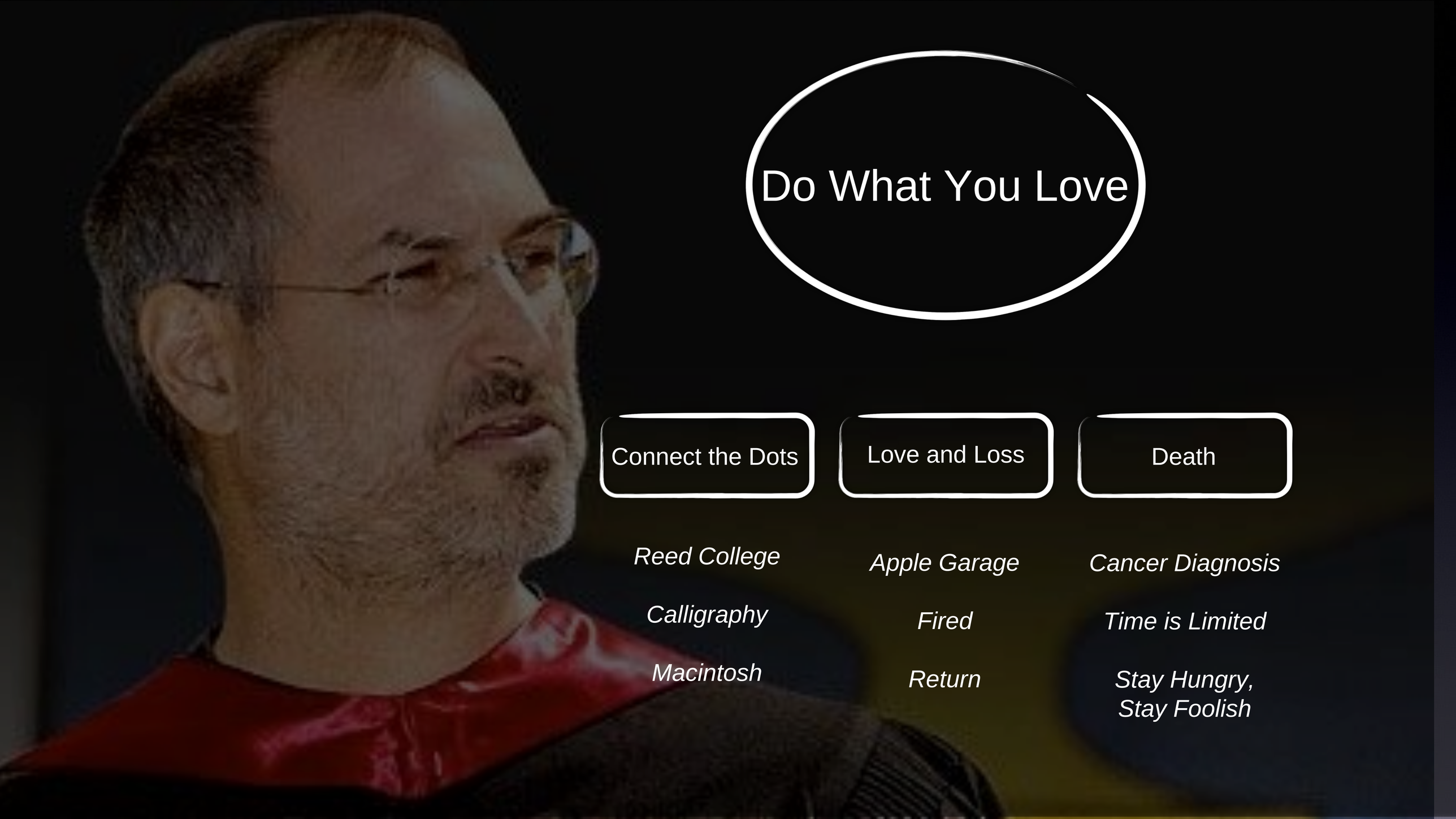


1984
Steve Jobs Introduces Macintosh

THE SETUP
1958
IBM dismisses mini-computer

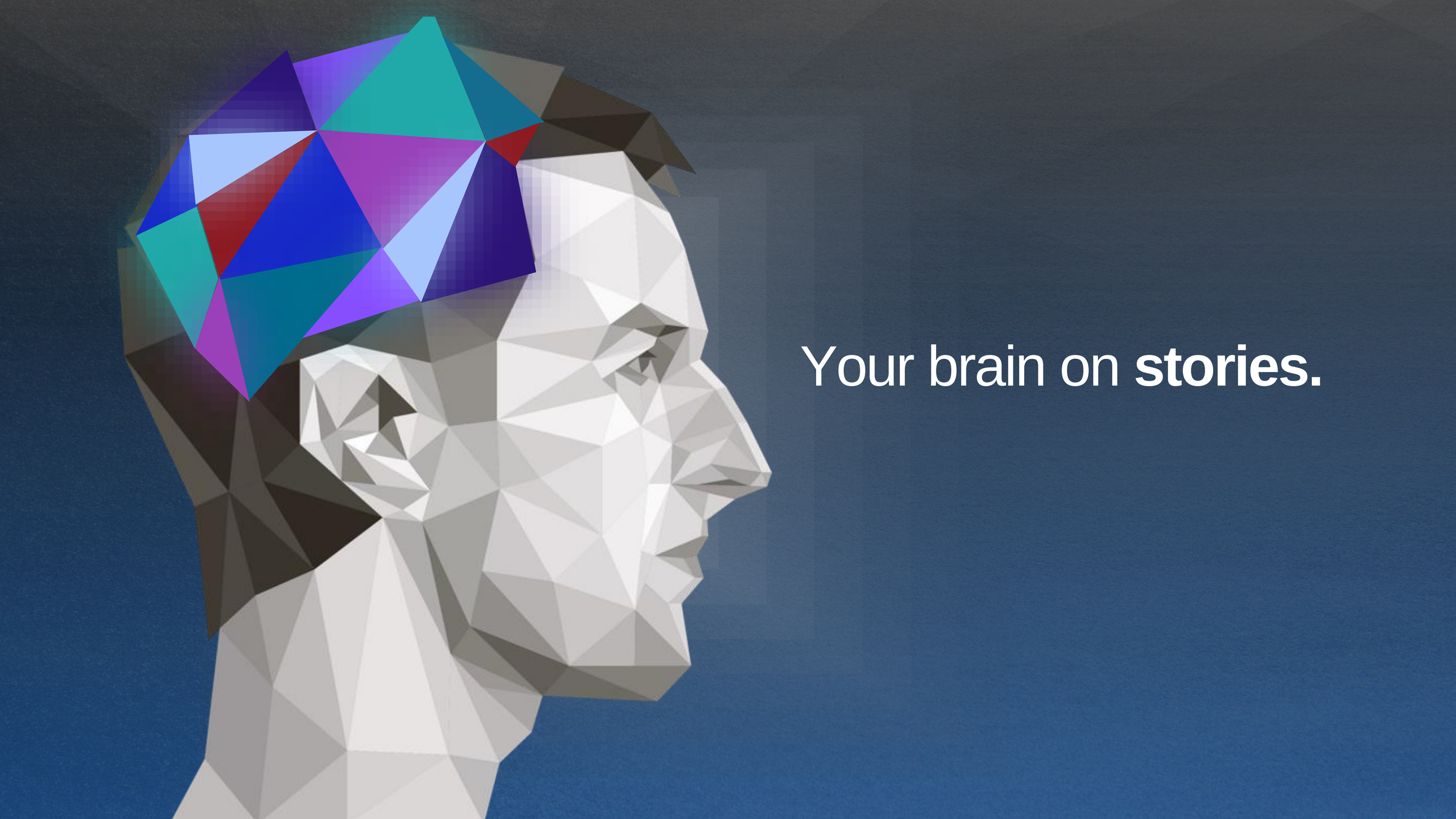
THE CONFLICT
1984
IBM wants world domination

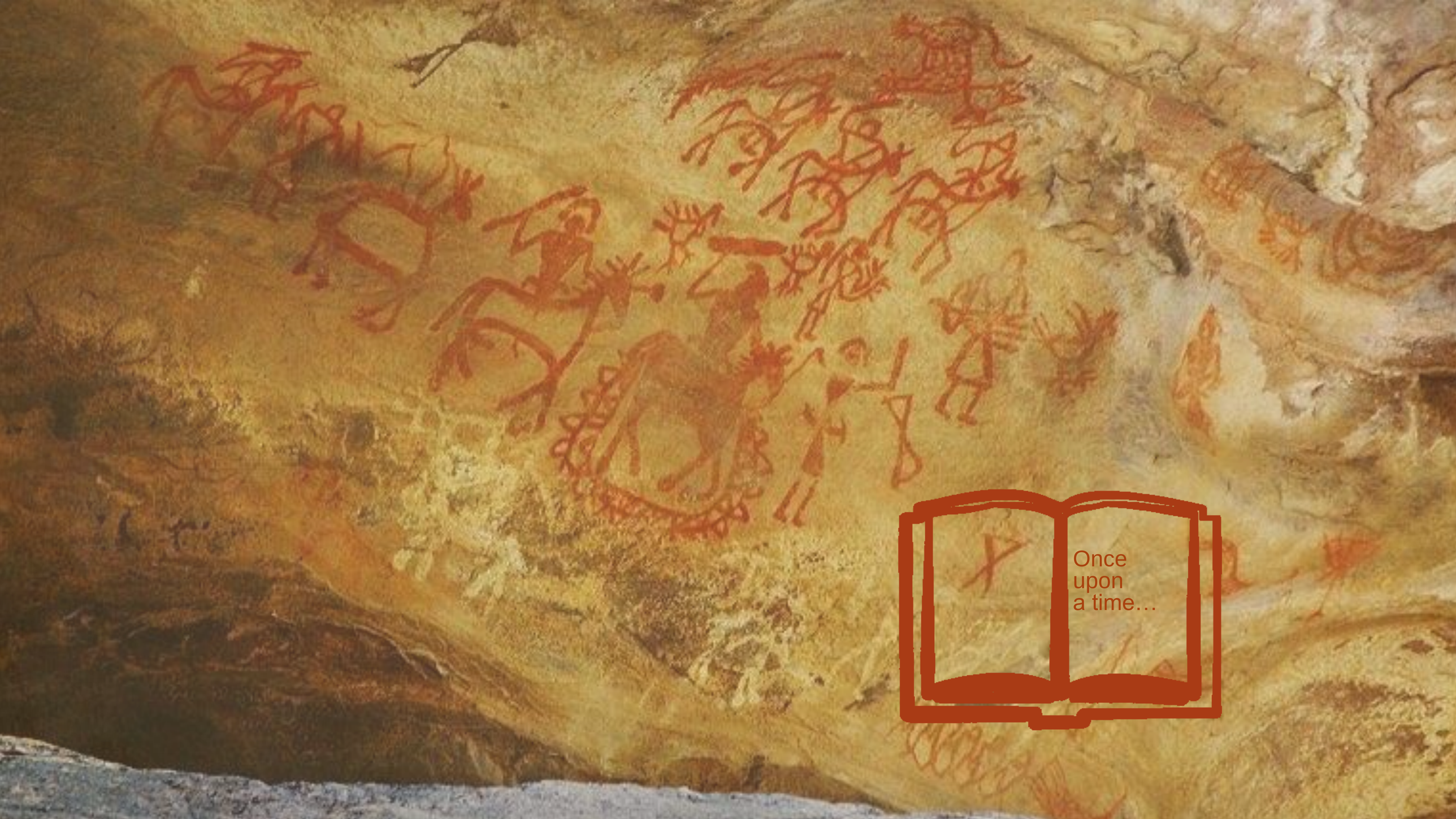
THE RESOLUTION
The hero is unveiled
The first Macintosh


Do What You Love
Connect the Dots
Love and Loss
Death
Reed College
Calligraphy
Macintosh
Apple Garage
Fired
Return
Cancer Diagnosis
Time is Limited
Stay Hungry,
Stay Foolish

“A compelling story with an emotional trigger alters our brain chemistry, making us more trusting, understanding, and open to ideas.”

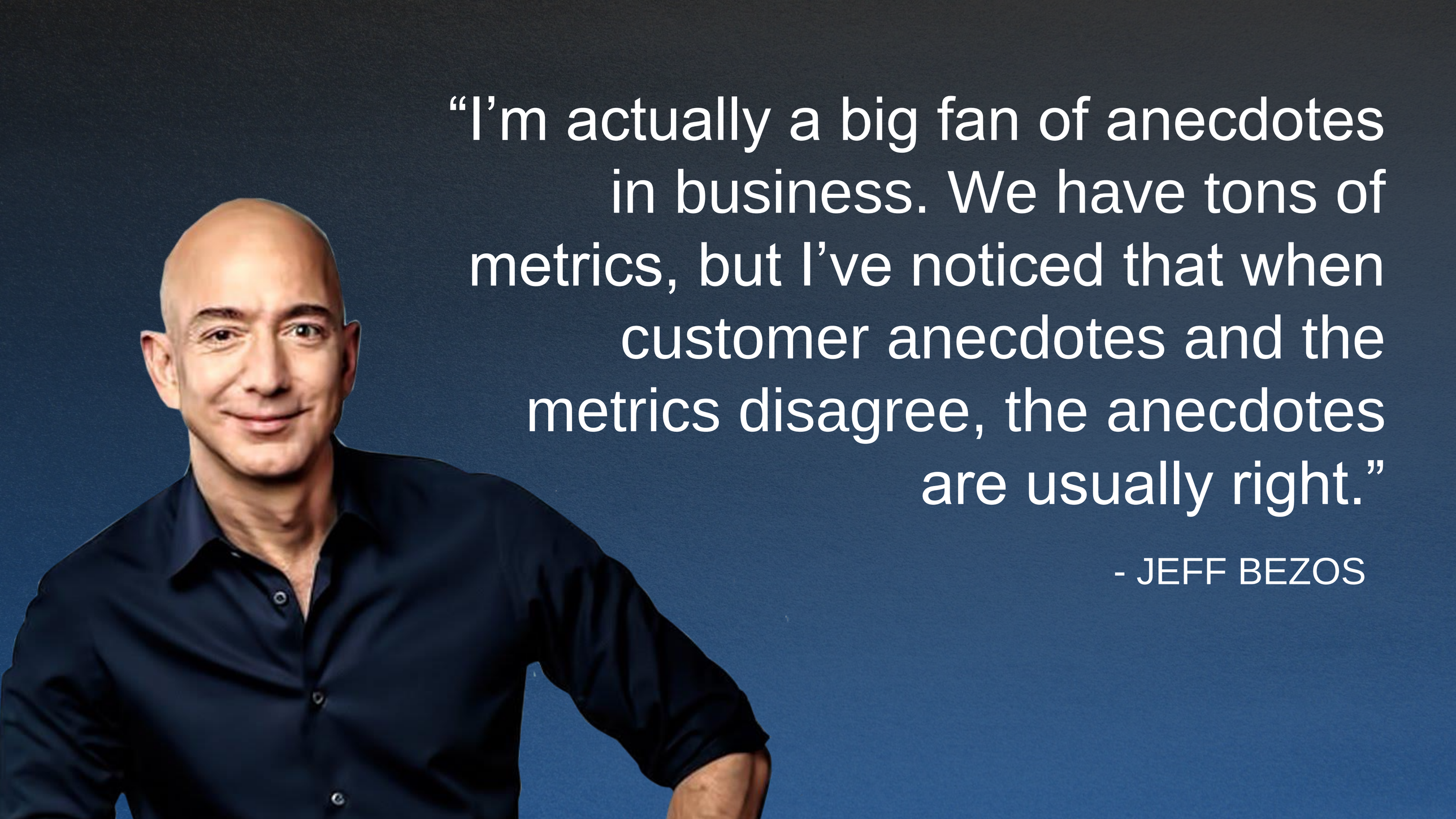
DR. PAUL ZAK


Your brain on **stories.**


Once
upon
a time…

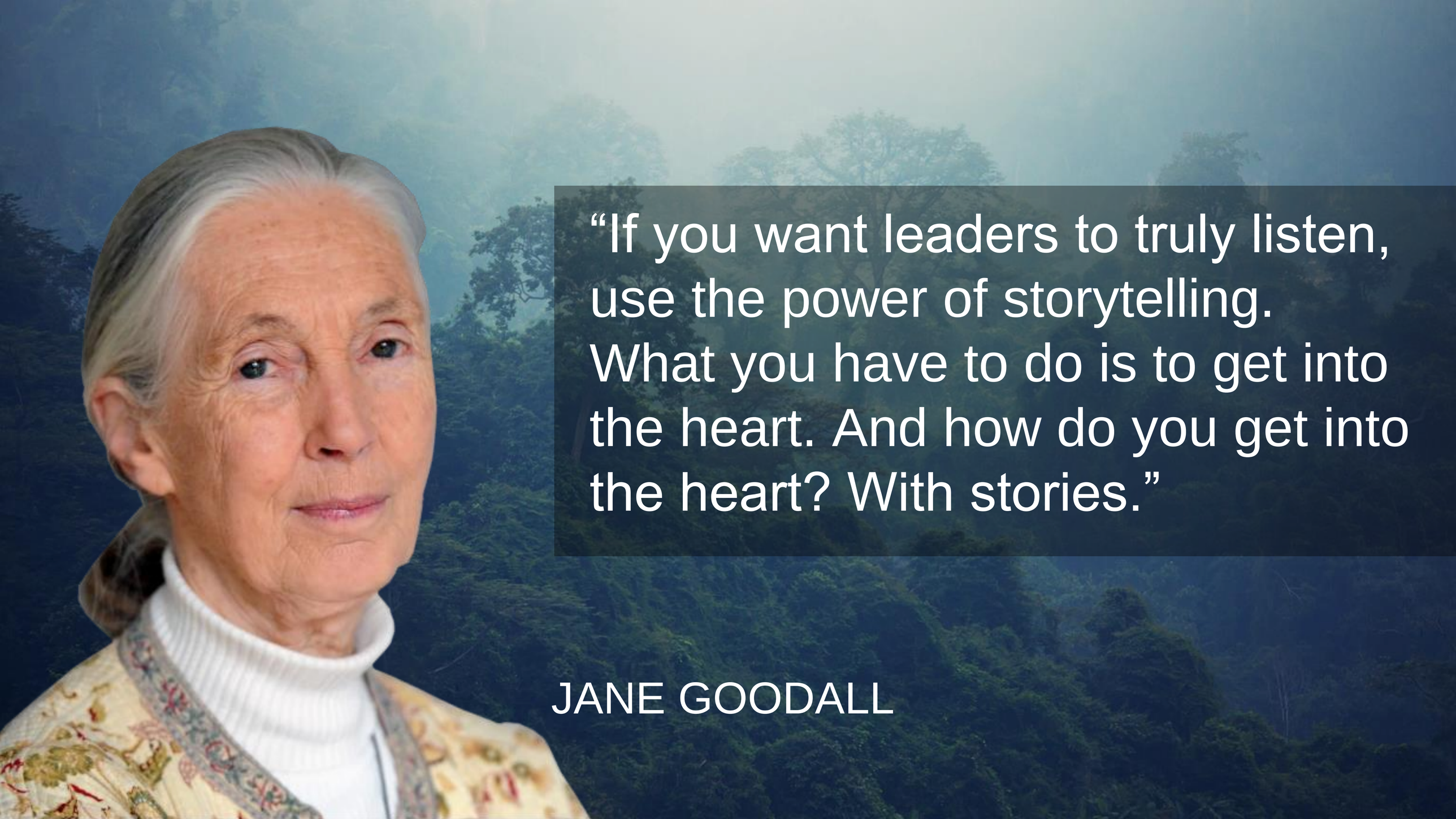
“The art of storytelling can be used to drive change. Today, if you want to succeed as an entrepreneur, you also have to be a storyteller.”
RICHARD BRANSON

“I believe in the POWER OF STORYTELLING
because stories open our hearts to a new place,
which opens minds, which often leads to action.”
MELINDA GATES


“I’m actually a big fan of anecdotes in business. We have tons of metrics, but I’ve noticed that when customer anecdotes and the metrics disagree, the anecdotes are usually right.”
- JEFF BEZOS

“Writing ideas and proposals in complete narratives results in better ideas, more clarity on the ideas, and better conversation about the ideas.”

- JOHN ROSSMAN
former Amazon executive


“If you want leaders to truly listen, use the power of storytelling. What you have to do is to get into the heart. And how do you get into the heart? With stories.”
JANE GOODALL

sTORIES

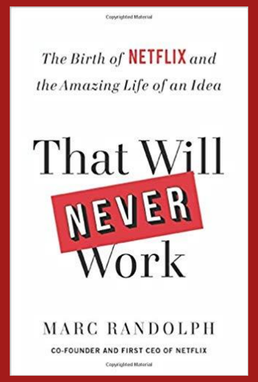
About Personal Experiences

In 1961, Fred Schultz got hurt on the job. His family had no health insurance and found it difficult to make ends meet.

“The more uninspiring your origins, the more likely you are to use your imagination and invent worlds where everything seems possible.”-Howard Schultz

10%
ETHOS
25%
LOGOS
65%
PATHOS

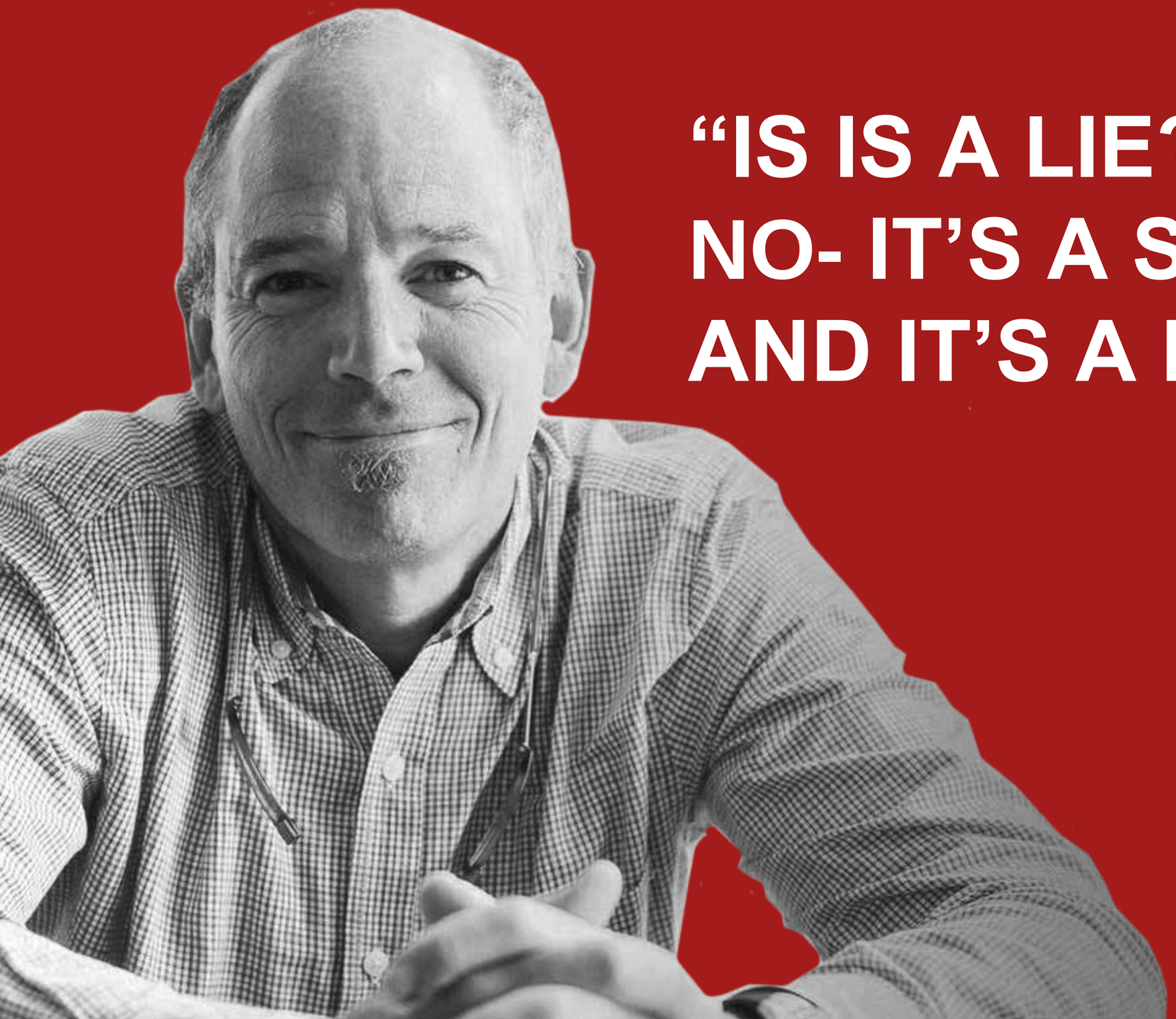
Silicon Valley loves a good origin story. Investors, board members, reporters, and the public like to hear them.



MARC RANDOLPH
co-founder, Netflix
author of *That Will Never Work*

BLOCKBUSTER
What if I never had to do this again?
COLLECTOR'S EDITION
TOM HANKS KEVIN BACON BILL PAXTON GARY SINISE ED HARRIS
A RON HOWARD FILM
APOLLO 13
"Houston, we have a problem."
DVD
WIDESCREEN
UNIVERSAL
TAPE RETURN
TRASH
OPEN
HOLIDAY HOURS
A BETTER WAY TO BUY DVDs!

“The best ideas rarely come on a mountaintop in a flash of lightning, but it shows you how useful narrative can be.”

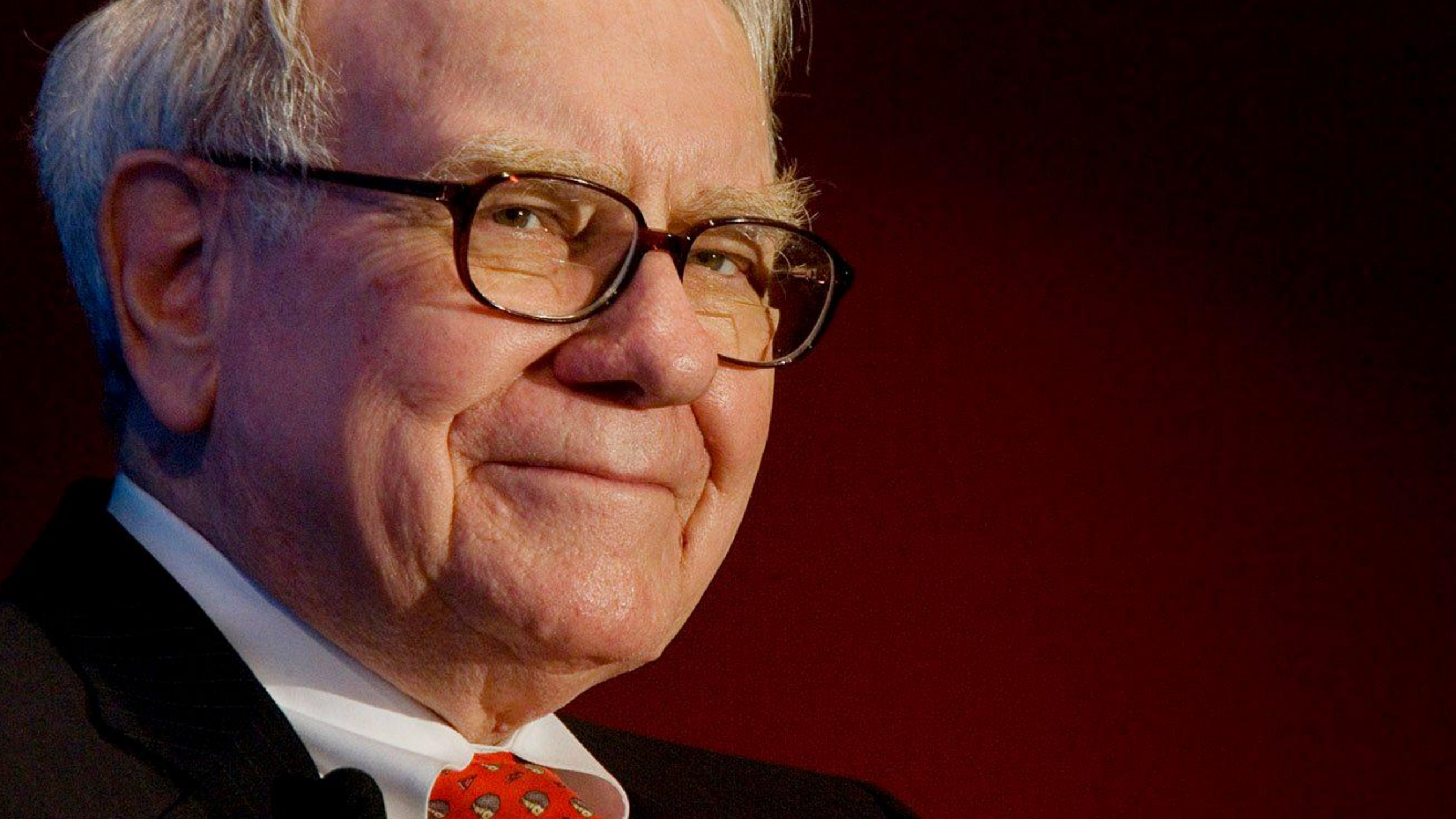


“IS IS A LIE?
NO- IT’S A STORY.
AND IT’S A FANTASTIC ONE.”

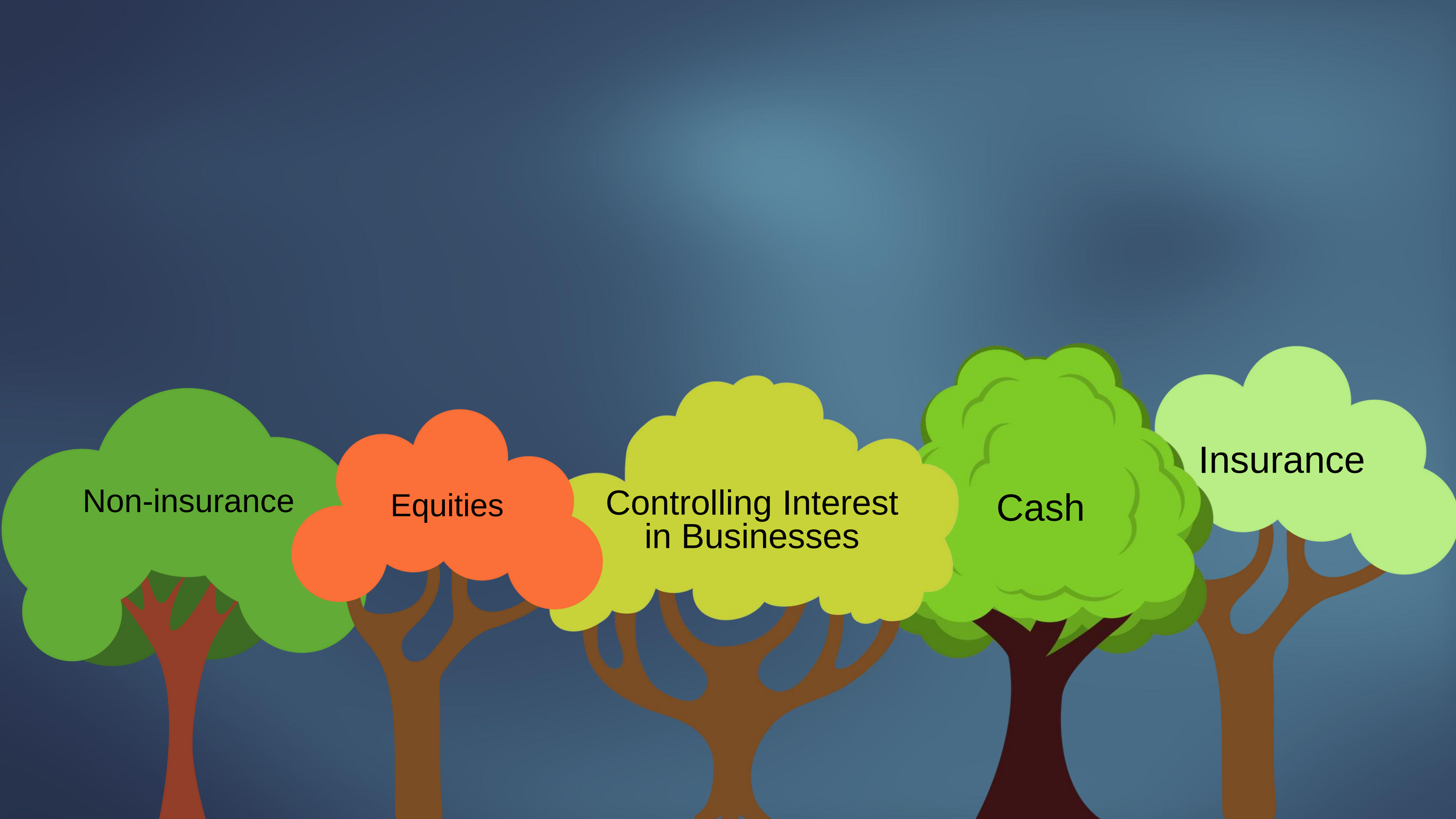
Ideas that catch on are wrapped in story

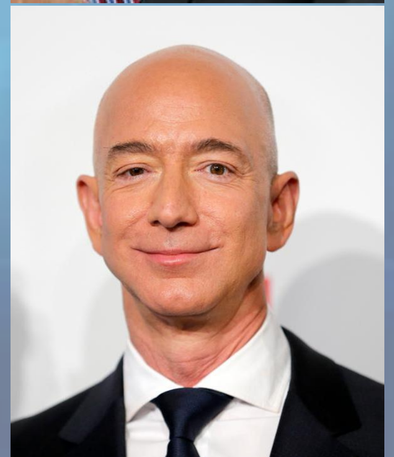
To be a master of metaphor is the greatest thing by far.

-ARISTOTLE



FOCUS ON THE FOREST AND FORGET THE TREES
WARREN BUFFETT


Non-insurance
Equities
Controlling Interest in Businesses
Cash
Insurance



Healthcare is the tapeworm of the American economy.

Warren Buffett: Health care is a "tape worm" for the U.S.

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By Michael Douglass

When Warren Buffett was asked Saturday about the American Health Care Act (AHCA), taxes seemed the likely topic of discussion. After all, President Donald Trump has signaled that the AHCA is the first salvo in a broader tax strategy designed to make American businesses more competitive. (And Warren Buffett

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SEARCH QUOTES

Buffett: Health care is a tapeworm on the economic system

8:02 AM ET Mon, 26 Feb 2018

Warren Buffett, Berkshire Hathaway chairman and CEO, discusses how the health-care industry is a drain on the American economy.

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THE WALL STREET JOURNAL.

Home World U.S. Politics Economy **Business** Tech Markets Opinion Life

Updated Jan. 30, 2018 2:52 p.m. ET

Amazon.com Inc., AMZN -0.38% ▼ Berkshire Hathaway BRK.B 0.54% ▲ and JPMorgan JPM -0.17% ▼ Chase & Co. are forming a company to figure out how to reduce health-care costs for their hundreds of thousands of U.S. employees, the three companies said Tuesday.

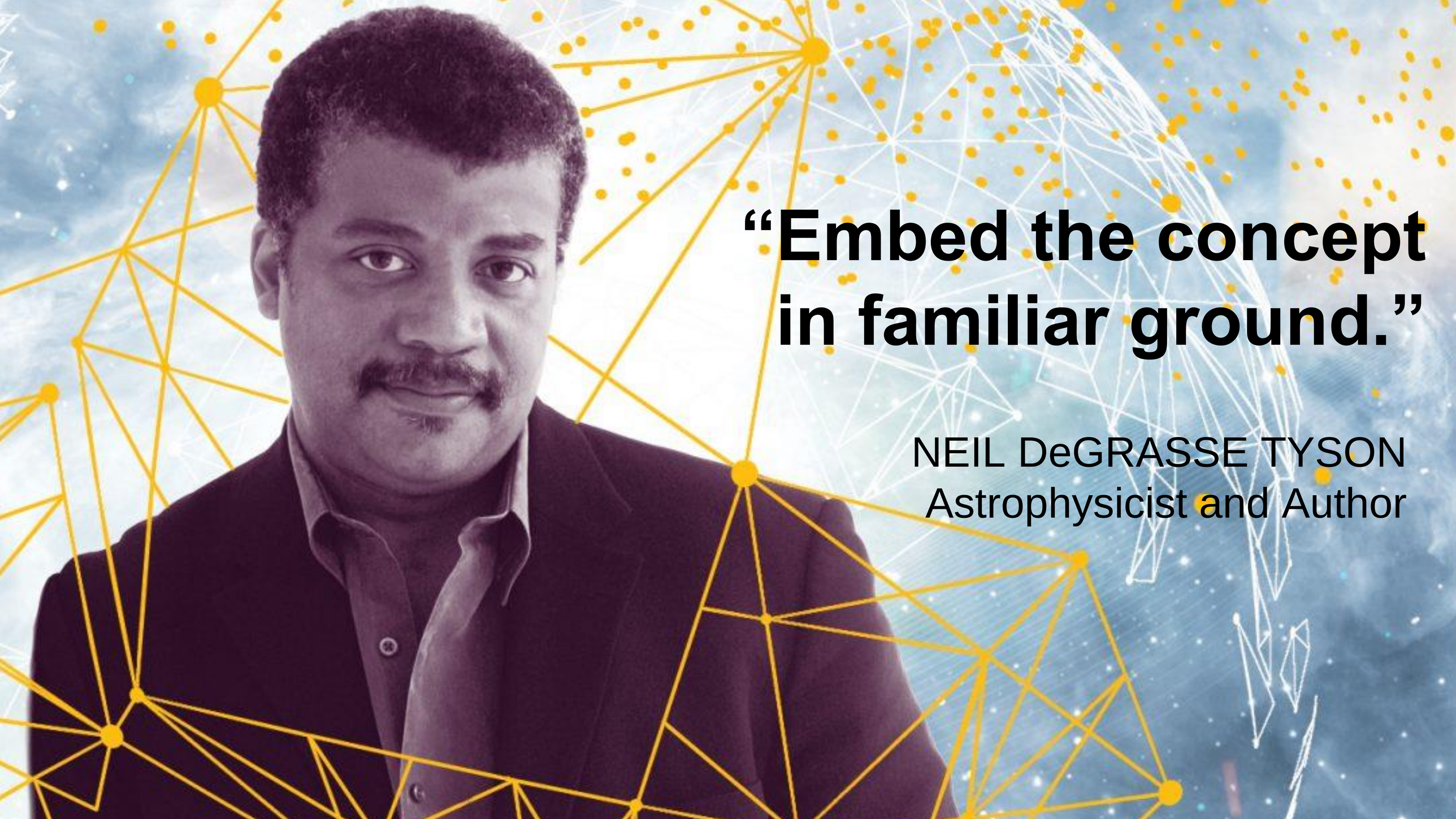
"The ballooning costs of health care act as a hungry tapeworm on the American economy," Berkshire Chief Executive Warren Buffett said in prepared remarks. "Our group does not come to this problem with answers. But we also do not accept it as inevitable."

Buffett: Health care is a tapeworm on the economic system - CNBC.com

https://www.cnbc.com/.../buffett-health-care-is-a-tapeworm-on-the-economic-system.ht...

Feb 26, 2018

Warren Buffett, **Berkshire Hathaway** chairman and CEO, discusses how the **health-care** industry is a drain ...



“Embed the concept in familiar ground.”

NEIL DeGRASSE TYSON
Astrophysicist and Author

GLOBAL ENERGY GROWTH IS OUTPACING DECARBONIZATION

2017

1.6%

2018

2.7%

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Environmental Research Letters

EDITORIAL • OPEN ACCESS

Global energy growth is outpacing decarbonization

R B Jackson[1,7], C Le Quéré[2], R M Andrew[3], J G Canadell[4], J I Korsbakken[3], Z Liu[2,6], G P Peters[3] and B Zheng[5]

Published 5 December 2018 • © 2018 The Author(s). Published by IOP Publishing Ltd

Environmental Research Letters, Volume 13, Number 12

Article PDF Article ePub

Figures References

+ Article information

Abstract

Recent reports have highlighted the challenge of keeping global average temperatures below 2 °C and —even more so—1.5 °C (IPCC 2018). Fossil-fuel burning and cement production release ~90% of all CO_2 emissions from human activities. After a three-year hiatus with stable global emissions (Jackson *et al* 2016; Le Quéré C *et al* 2018a ; IEA 2018), CO_2 emissions grew by 1.6% in 2017 to 36.2 Gt (billion tonnes), and are expected to grow a further 2.7% in 2018 (range: 1.8%–3.7%) to a record 37.1 ± 2 Gt CO_2 (Le Quéré *et al* 2018b). Additional increases in 2019 remain uncertain but appear likely because of persistent growth in oil and natural gas use and strong growth projected for the global economy. Coal use has slowed markedly in the last few years, potentially peaking, but its future

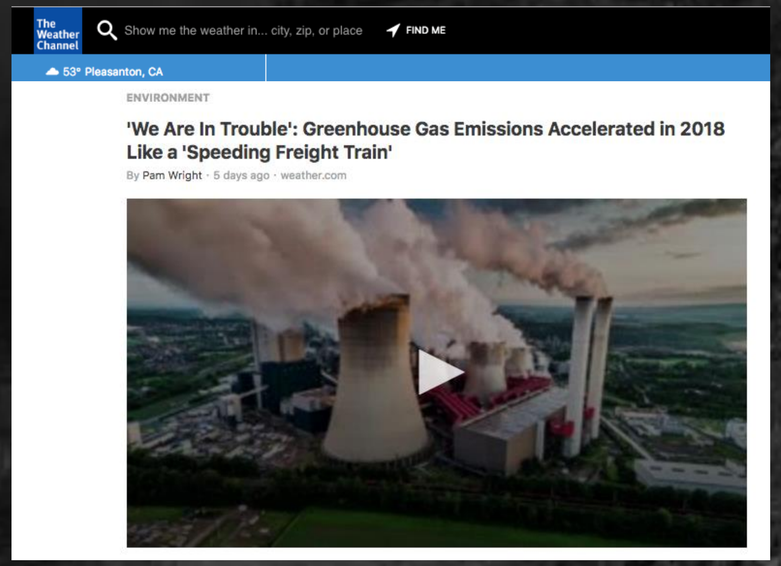
Greenhouse gas emissions are accelerating
“LIKE A SPEEDING FREIGHT TRAIN.”

Greenhouse gas emissions are accelerating “LIKE A SPEEDING FREIGHT TRAIN.”

The New York Times

Greenhouse Gas Emissions Accelerate Like a ‘Speeding Freight Train’ in 2018

Daytime traffic amid smog in Beijing on Sunday. China produces 27 percent of global carbon emissions, the most of any country. Wu Hong/EPA, via Shutterstock



The Weather Channel

Show me the weather in... city, zip, or place

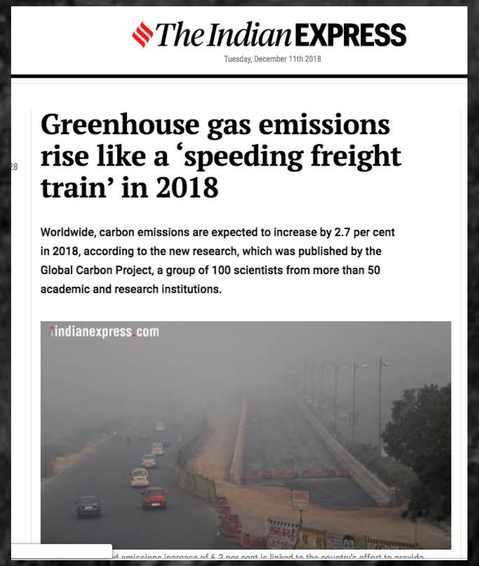
FIND ME

53° Pleasanton, CA

ENVIRONMENT

'We Are In Trouble': Greenhouse Gas Emissions Accelerated in 2018 Like a 'Speeding Freight Train'

By Pam Wright · 5 days ago · weather.com



The Indian EXPRESS

Tuesday, December 11th 2018

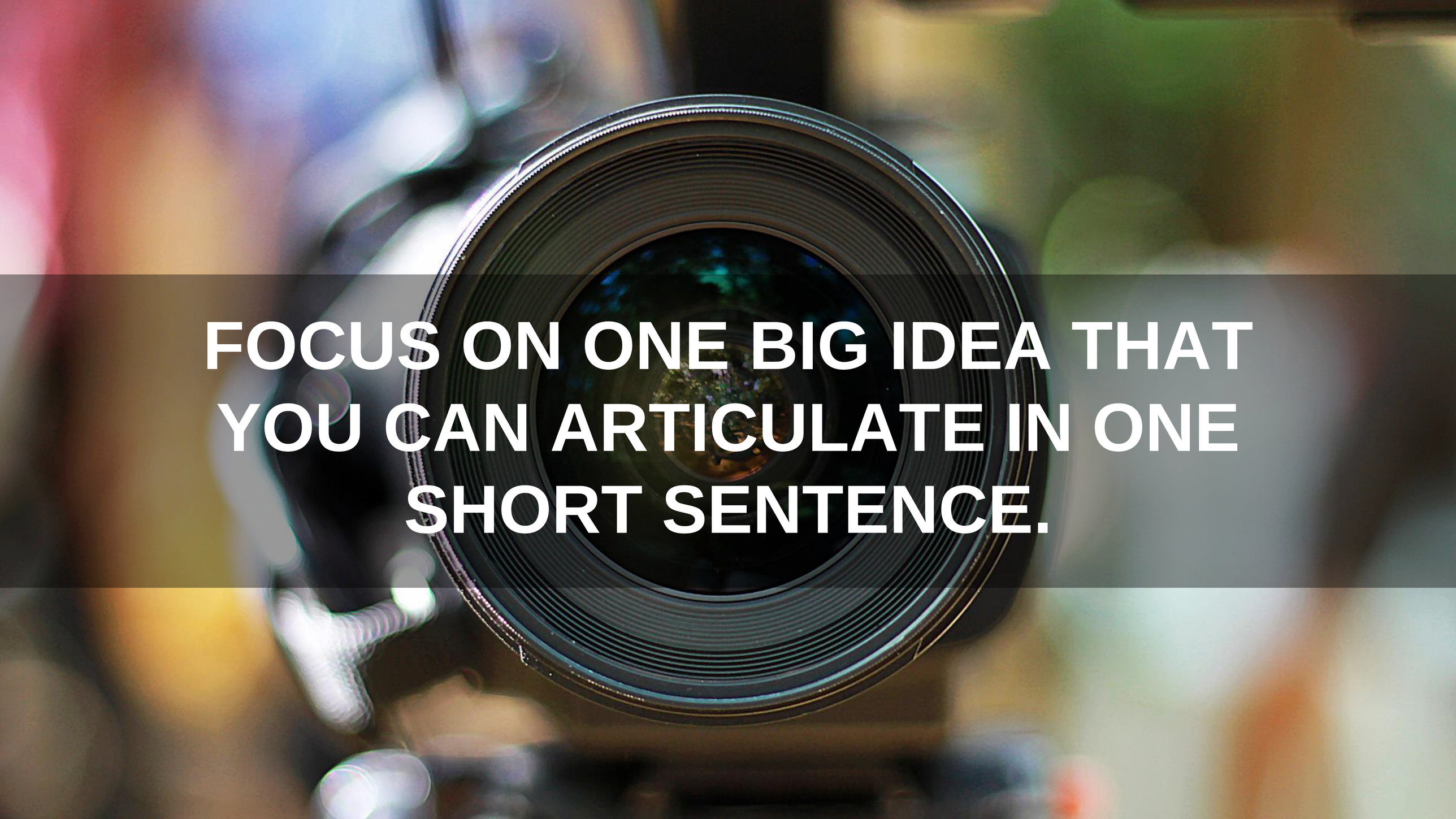
Greenhouse gas emissions rise like a ‘speeding freight train’ in 2018

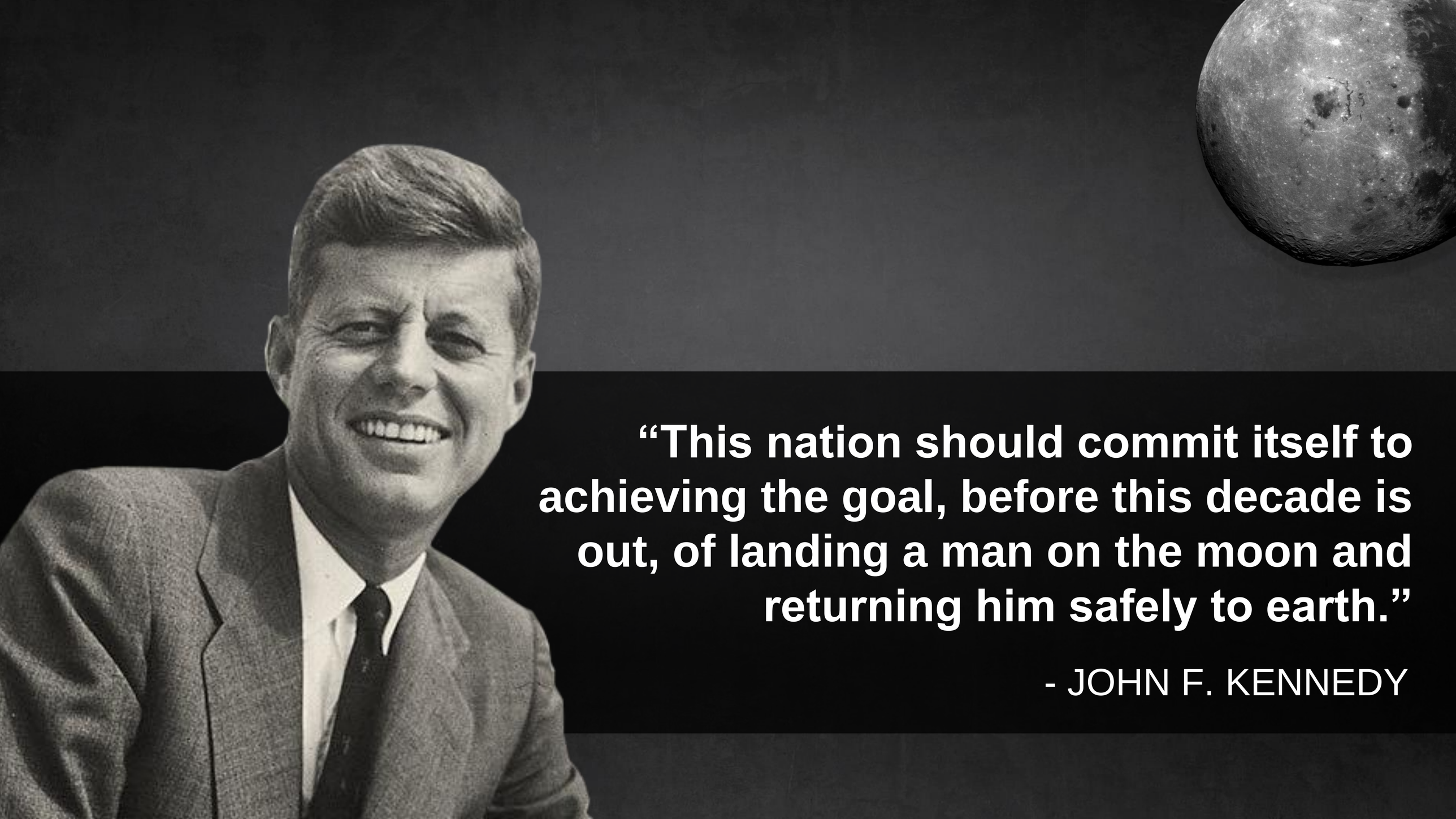
Worldwide, carbon emissions are expected to increase by 2.7 per cent in 2018, according to the new research, which was published by the Global Carbon Project, a group of 100 scientists from more than 50 academic and research institutions.

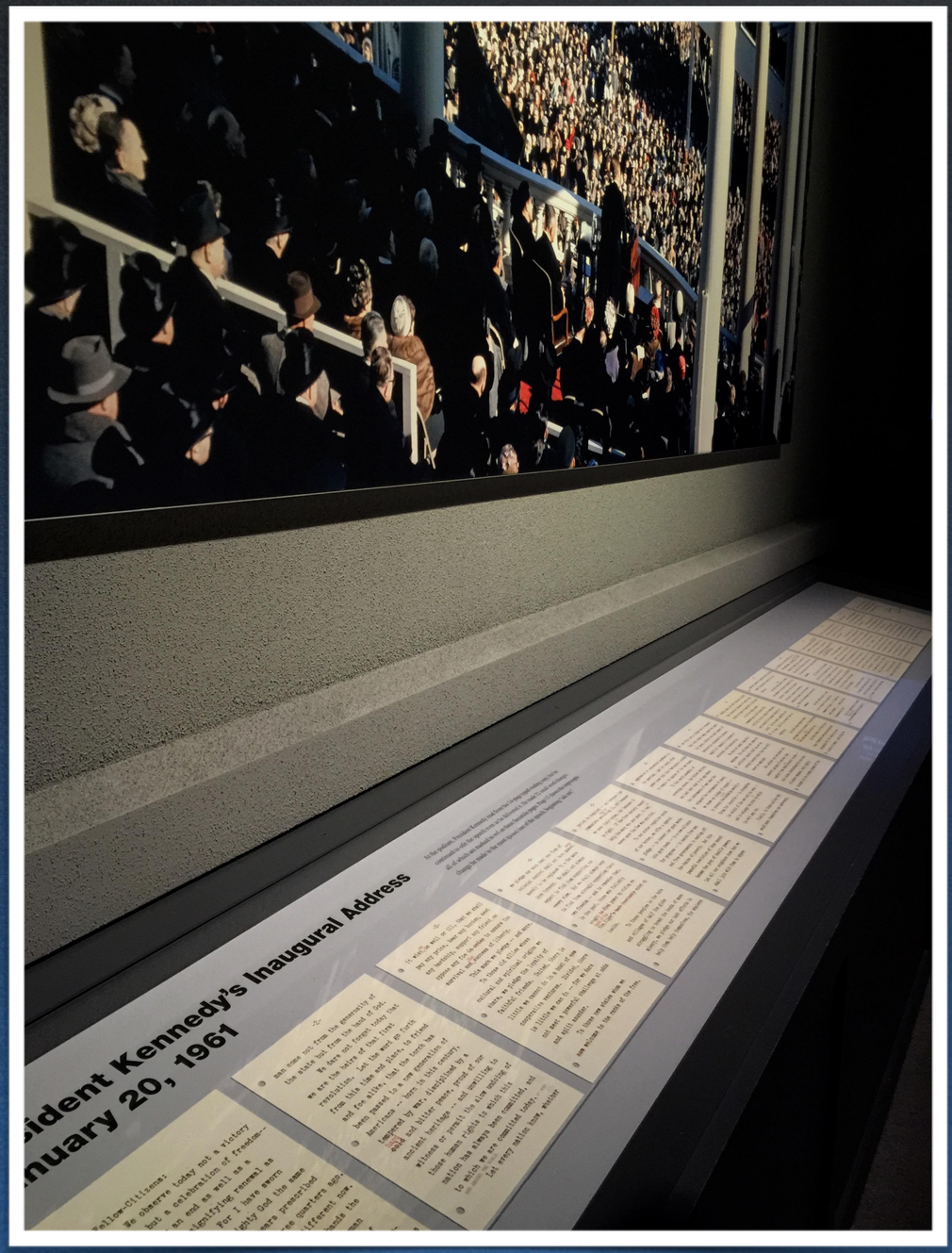
indianexpress.com

BREVITY

YOUR IDEA MUST BE SPECIFIC, DIGESTIBLE AND BITE-SIZE


FOCUS ON ONE BIG IDEA THAT
YOU CAN ARTICULATE IN ONE
SHORT SENTENCE.


“This nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to earth.”
- JOHN F. KENNEDY


sident Kennedy's Inaugural Address
nuary 20, 1961

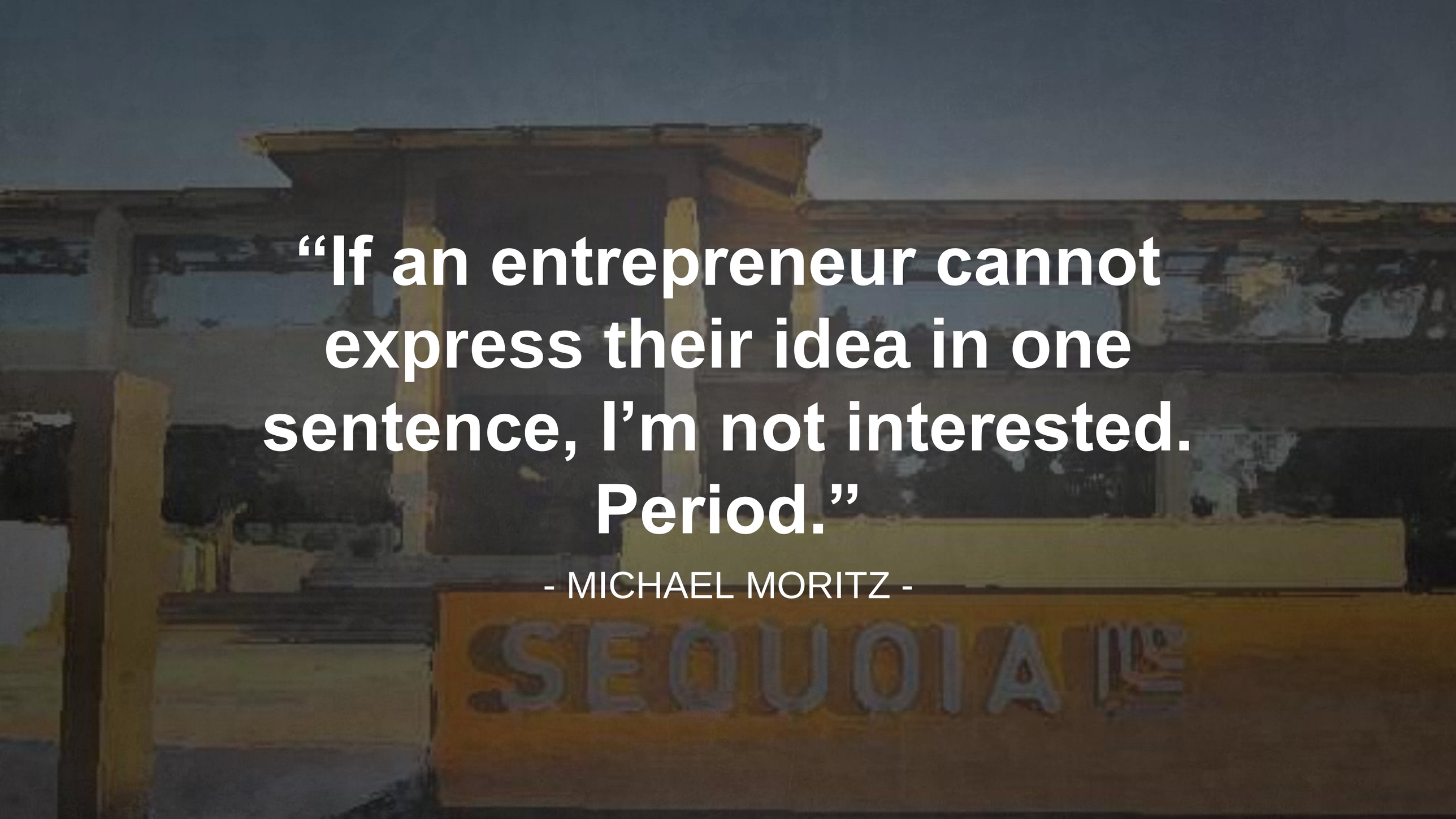
THE LOGLINE

“A police chief, with a phobia for open water, battles a gigantic shark with an appetite for swimmers and boat captains.”

Sergey
Larry

UOIA

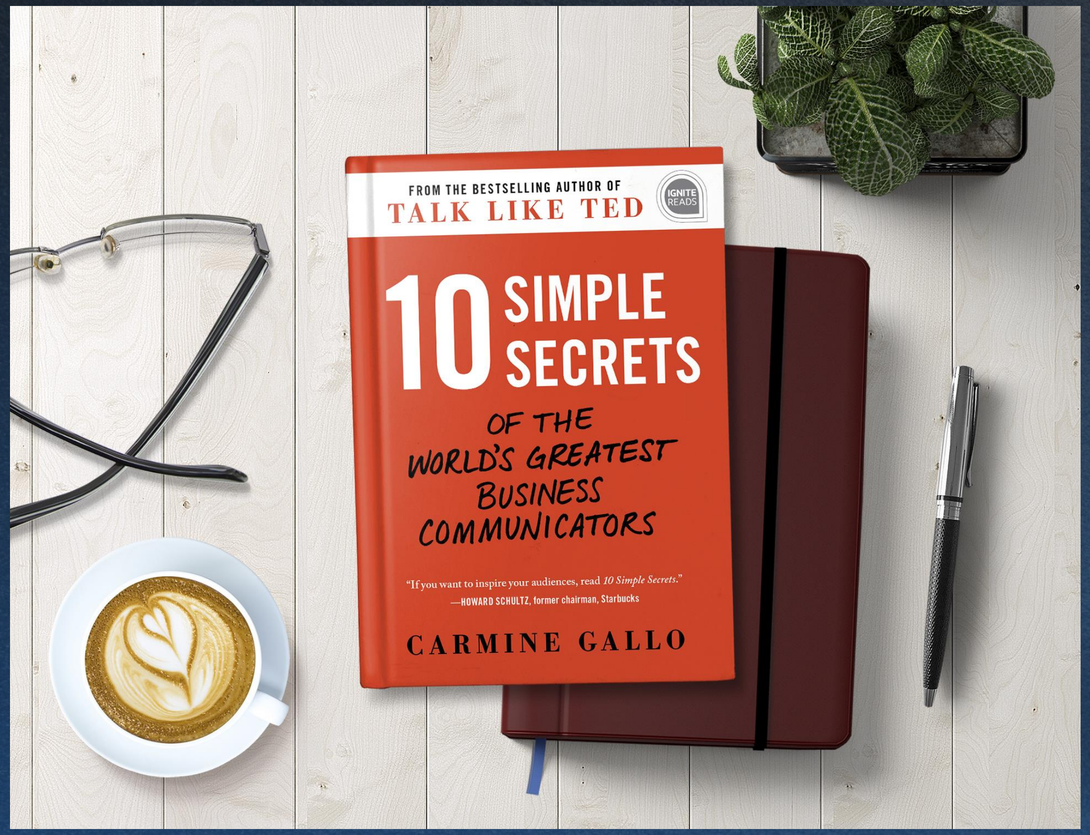
Google organizes
the world’s
information and
makes it accessible.



“If an entrepreneur cannot express their idea in one sentence, I’m not interested. Period.”

- MICHAEL MORITZ -

SELL DREAMS



Thank You

CARMINE GALLO

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Q&A

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IGNITE READS