

"Never stand up to speak unless you can improve upon the silence."

MATRIX Tip #58 – Storytelling and Leadership

It is no secret that great leaders use stories to inspire success and to motivate others, yet the idea of speaking to a large group of people is terrifying to most business professionals. Why is it we have no trouble sharing ideas or events with our close friends over a cup of coffee, yet battle the butterflies, sweaty palms, weak knees, and "cotton mouth" when we are expected to give a speech or professional level presentation?

Over 96% of business leaders surveyed admit they feel inadequate with their public speaking and leadership skills. They understand their inability to speak at a professional level can keep them from the success and peer recognition they desperately want to obtain. Ironically, all of us are born with the ability to talk and to share our ideas using simple stories ... but most never learn how to create or present compelling, much less motivating stories. For example, one of the secrets in leadership (and highly successful sales) is to STOP LECTURING; instead, learn to skillfully **TELL YOUR STORIES!** (Once mastered, this one simple technique can boost sales by 200% to 300% !)

"I used to dread giving professional presentations. My colleagues would laugh and make fun of me when I had to speak in public ... but after I learned the 'The Art of the Story', they didn't laugh any more ... because I started getting standing ovations!!"

Once you understand the difference between lecturing versus sharing a corporate story, you begin to appreciate the tremendous power of leadership gained through "The Art of the Story". Remember, it's not what you know that counts ... it's how well you **TELL YOUR STORIES!**

"I've learned there's a good reason they call them 'blind dates' ... 'cause most of the time, you really wish you were!"

Matt Rix is a professional speaker, consultant, and president of MATRIXTM Competitive Technologies, specializing in Strategic Executive Communications and Corporate "Story Development". His background includes international technology management, executive sales training, corporate public speaking, and over 9 years in professional comedy and entertainment. Matt conducts workshops, training seminars, and privately coaches clients on competitive corporate leadership, motivational speaking, and dynamic communication skills. Contact him by email at matrixx@matrixx.com or at 505-833-0013. His web site is www.matrixx.com

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