

# ON POINT SPEAKING



## MEET YOUR INSTRUCTOR

VANESSA WASCHE is a communication coach and the founder & CEO of On Point Speaking. For years she has trained executives, entrepreneurs, and emerging leaders to take control of their careers by sharpening their presentation skills and refining their communication. Her corporate clients include: Microsoft, 3M, The United Nations, Medtronic, Target, Nissan, and Amazon. Vanessa's writing on communication has been featured in Fast Company and she regularly posts helpful communication tools and tips on the [onpointspeaking.com](http://onpointspeaking.com) website.

# STORYTELLING FOR BUSINESS

Effective storytelling in a B2B scenario, or within an organization, is the best way to convey complex ideas simply. Leave a lasting impression on your audience or persuade a stakeholder without sounding like you are delivering a sales pitch. Storytelling is not an inborn skill, but instead, a skill that can be learned and developed by any individual. Learn how to tell effective stories in a business setting that will make your presentation memorable, your data relevant, and your audience engaged.

## DELIVERABLES

---

An effective business story you can share immediately

---

---

A simple, powerful, and replicable story framework

---

---

Understanding the when, why, and how of storytelling

---

---

The best type of story for various scenarios

---

---

Ability to convey complex ideas and topics clearly and concisely

---

---

A simple and practical approach to storytelling that you can use again and again

---

## WHAT TO EXPECT

---

A supportive class environment

---

---

The opportunity to practice with the peers

---

---

Instant feedback in a constructive and enjoyable atmosphere

---

---

No preparation required

---



If you need additional information to help justify your participation in On Point Speaking's Storytelling for Business Masterclass, please contact us at [info@onpointspeaking.com](mailto:info@onpointspeaking.com) or **844-484-4462**.