

THE STORY SEMINAR



**A High-Impact Program for
Emerging Leaders in All Fields.**

STORIFY OR DIE.

Really? Storify or ... die?

Yes, sometimes telling the right story, the right way, is a matter of life or death.

Missed signals and muddy messages can have dire consequences.

Even when it's not literal, businesses can die without the right story. So can relationships, communities, even political systems.

So, yes: *Storify or die.*



The Story Seminar offers something unique.

It's not just about story arcs and character development.

It's about the specific moments, details, metaphors, setups, images--and more--that connects with your audiences. It's about authenticity and power.

And it's not just about one format--movies or ad copy or proposals or pitches.

It's about connecting Story Power with what you do, every day.

thestoryseminar.com/storify-or-die

DESIGNED FOR EMERGING LEADERS

Early in a career—in business, public service, education, nonprofits—professionals need to understand their own story. And they need to help others understand theirs.

Stories provide the essential bonds between professionals and others. That's the case in all fields: from marketing to AI, from research to service delivery, from planning to construction, and more.

It's not just about understanding and sharing their own stories.

It's also about understanding the dynamics and tensions of their work. It's about charting a path forward. It's about spotting hidden opportunities.

Storytelling is a force multiplier for everything you do. It's the way to connect and to stand apart. It is the essential skill of our age.



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WHAT'S DIFFERENT?

“It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity ...”

“It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity...”

The first version has two typos and two omissions. You probably figured it out. But it lacks the energy and flow of the original passage from *A Tale of Two Cities*, by Charles Dickens.

That's how stories work. To get the real power and purpose, you need to deploy all the tools in the storytelling kit. When you miss even one or two, you lose.

Other storytelling programs breeze over the details.

In The Story Seminar, we show you every essential storytelling skill, and how to use it in everything you say or write.



HIGH LEVERAGE

The concept of leverage has taken over business, sports, even the arts.

For good reason. Rather than working themselves to the bones, 24/7, people want to make the biggest possible impact with the smartest, simplest actions.

Storytelling is the ultimate high-leverage skill. But to work, you need to master all the high-leverage skills of storytelling. Miss even one and you risk losing the audience.

What does that mean? Well, for starters:

- The right sequence, with all the must-have moments.
- Sensual, potent details that bring us into the story.
- Flawed but rootable characters, capable of struggle and growth.
- Storyworlds that serve as the story's uber-character.
- Chains of action with consequences, from beginning to end.
- Beats and sequences that create urgency and intrigue.
- And many more...



Learn more at thestoryseminar.com/high-leverage

WHY IT WORKS

Our program builds on the latest insights from neuroscience, psychology, and Big Data.

Because of this research, we now know:

- **Why people pay attention – and why they get distracted and stop paying attention.**
- **How to get readers excited – but also how to avoid exhausting them.**
- **How to create a simple path, step by step, to make sure you keep the reader's attention.**
- **What specific moments and details give the audience a stake in the story.**
- **How to create the illusion of action ... even when you're talking about dry, abstract ideas.**



We have tested our methods with every possible group, in corporations, schools, and professional associations.

It works for each of these groups. It will work for you.

thestoryseminar.com/why-it-works

YOUR GUIDE

Charlie Euchner has had a varied career—or careers (plural). But each one, inevitably, brings him back to writing and teaching.

As a journalist, academic, city planner, author, consultant, and coach, Euchner has seen writing transform people's lives.

“Writing is the ultimate superpower, no matter what you do,” he says. “It’s a path to mastery and connection. When you write well, you do everything else that much better.”



- Author of books on civil rights, baseball, cities, activism, and writing
- Writing professor at Yale and Columbia
- Director of Harvard think tank
- Former city planner
- Offers seminars and consulting services across the U.S.
- Educated at Vanderbilt (BA) and Johns Hopkins (MA and PhD)

PICK THE BEST FIT

TWO FORMATS



LIVE ONE- AND TWO-DAY SEMINARS

Get an intense program, live and in person, tailored to your organization's specific projects and needs.

THE EIGHT-WEEK FLEX COURSE

We meet online, as a class, once a week for two hours. In between classes, participants get access to online lessons, an open weekly "office hours" session, and social media community.



Both programs offer certificates of writing mastery.

If you once loved writing, hearing Charlie will move you to once again reengage in that art. If you write marketing material for your business, you will learn some great tips how to draw readers in and leave them wanting more.

—Ann Marie Sidman, Gen Re

WHAT THE EVIDENCE SHOWS

KEYS TO MASTERY

1 Work With (Not Against) the Brain: Give the brain what it wants: clarity, relevance, action, and a clear path.

Get Hands-On Work: Learn by doing. Apply what you learn right away with passages you bring to the seminar. **2**

3 Connect Learning to Passion: Right away, connect learning to what you *really, really, really* want.

Master Secrets that only the pros know: Don't wing it. Deploy the right maneuvers, at the right time and place. **4**

5 Apply Skills Right Away: Get simple hacks and "cheat sheets" to use new skills the next time you sit at a screen.

“ This was truly the most successful education program I've run here. Everyone agrees that taking the program was time well spent. On a scale of 1 to 10, I think we scored at least a 12.

–Alan Fromm, Amneal Pharmaceuticals

SEMINAR TOPICS

START HERE.

Whether you're sitting around a campfire or working with colleagues and clients in a modern business setting, storytelling is the key to communication, connection, and persuasion.

The one with the best story wins.

People have innate storytelling skills. Of three dozen essential skills, most people have mastered a dozen. But the gaps prevent us from achieving our greatest potential.

Here's your game plan to realize your full storytelling potential.

Core Elements

- Finding the ONE Idea
- Creating Compelling Characters
- World of the Story
- Finding the Narrative Arc
- What's Your Genre (viz., *Niche*)?
- Finding the Essential Details for Your Story
- "Nesting" Stories Inside Stories
- Creating Suspense to Hold Your Audience
- Going Short and Long

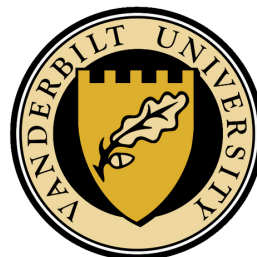
Making the Story Move

- Moving from Action to Scenes to Sequences
- Getting into Rhythm
- Advancing the Story, Beat by Beat
- Arousing the Senses

Stories and Analysis

- Analysis is Just Storytelling With a Different "n"
- Finding Characters, Arcs, and Details in Analysis

JOIN THE CLUB.



thestoryseminar.com/clients

RAVES

In two hours I learned more about writing than I had in an entire lifetime. Charlie quickly set a framework for my work, with an easy system to keep me focused and clear-headed.

–Lesley Roy, Yale Initiative in Religion, Science, and Technology

Charlie's passion touches every listener and motivates individual transformation. Speaking without notes, he connects with an audience in just a few moments.

–Harris Stone, The Graduate Institute

The genius of a Charlie Euchner presentation is in the simple eloquence with which he delivers a bounty of usable information and advice.

–Chris Carroll, Vanderbilt Student Media

This was truly the most successful education program I've run here. Everyone agrees that taking the program was time well spent. On a scale of 1 to 10, I think we scored at least a 12.

–Alan Fromm, Amneal Pharmaceuticals

Call him "coach." He's an extraordinary mentor who can help convert a competent writer into a compelling writer. Charlie practices his trade with equal portions of instruction, humor, encouragement and, yes, more than a little inspiration.

–William Walker, author of *Betrayal at Little Gibraltar*

Charlie will save months of frustration and make writing anything much easier. Trust me, it works.

–Ambassador Nancy E. Soderberg, author of *The Superpower Myth*

LET'S TALK.

CONTACT INFO

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