

A photograph of Susan Lindner, a woman with red hair wearing a dark blue dress, standing on a stage. The background consists of a wall of colorful, patterned panels. A white rectangular box is overlaid on the image, containing her name.

SUSAN LINDNER

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Emerging Media

STRATEGIC STORYTELLING TO ENGAGE AND RETAIN INCREDIBLE TALENT™

Gallup's *State of the Workplace* reveals that two-thirds of the American workforce feels disengaged and 75% of this group are actively looking for new jobs, while on the job. How can leaders retain top talent in the midst of intense disruption, innovation, and even layoffs and market fluctuations? Stories. Employees need to feel connected to a higher purpose beyond the 9-5 and leaders must offer that larger cause to inspire, not just manage, their teams.

Take the Impact Back to Your Team:

- Learn how to turn personal experience into parables that empower teams and inspire employees to carry your message, far and wide.
- Define your professional WHY that others can connect to, and follow you.
- Learn how leaders empower teams to create killer visuals, viral social media and the support of the press who want the scoop on your innovation.