



SUSAN LINDNER

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Emerging Media

IMPACTFUL STORYTELLING FOR INNOVATORS & DISRUPTORS™

Disruption is seismic. It triggers new growth, products and amazing market opportunities. And it offers layoffs, political infighting, and destruction. How do leaders get customers to follow them in light of massive change and an uncertain future? By cracking the code on history's greatest storytellers, Susan gives leaders a blueprint for creating their own stories that offer a vision, message, and path that the market can follow – with religious zeal. Whether you're a corporate innovator or startup disruptor, this talk is the critical link that lets you communicate your ideas and turn a message into a movement that others will follow.

Take the Impact Back to Your Team:

Using current business cases:

- Learn how top CEOs are crafting stories that move audiences to embrace disruption
- Get a step-by-step guide to telling your personal story of innovation and why followers should care
- Prepare for the inevitable opposition from the market, and soldier on anyway.