



# STORYTELLING

Turn messages into stories that persuade,  
inspire & transform

History's most compelling leaders understand the power of a good story--to draw us in, engage our emotions, and motivate action. Stories make complex information understandable—and relatable. Whether you're leading an organization or teaching your children, stories have the power to connect us in ways that even the most skillful presentations cannot.



**INFLUENCE**



**ENGAGE**



**MOTIVATE**

Through interactive discussion, group and individual exercises, participants will learn the principles of storytelling, and be challenged to construct and tell a story. This lively and highly interactive workshop – led by two experienced executives who are also trained storytellers, enables participants to learn, explore, and experience their “inner storyteller”.



**Craig Rapp** is a nationally known speaker and consultant. He has been a City Manager, an executive in two privately held companies, the Director of Consulting for an International Association – and he has trained and performed improv and storytelling on stage at The Second City in Chicago.



**Aida Johnson-Rapp** is Director of Group Fitness for the largest sports club in America and a Certified Well Coach. She has been a professional dancer, soldier, cheerleader for the Chicago Bulls, Director of Student Recreation at a University, and Special Events Coordinator for the Mayor of Chicago—and she has trained and performed improv and storytelling on stage at The Second City in Chicago.

Craig offers other workshops including, '*Improv and Improve!*', '*Refresh, Reboot or Reinvent?*', '*Achieving Excellence: The Quest for a High Performance Organization*' and many more.

Go to [craigrapp.com](http://craigrapp.com) for more information.