

GGI PRACTICE GROUP WEBINAR BUSINESS DEVELOPMENT & MARKETING

Tuesday, 08 June 2021, 10:00 am EDT (Eastern Daylight Time) | 16:00 pm CEST (Central European Summer Time)

Chair: Jim Ries; Guest Speaker: Rachel Druckenmiller



Tapping Into the Art & Science of Storytelling

Stories are a universal language and something that all of us connect with at a deep level. We hold onto them; they stick with us. Think about your favorite book, song or movie. Each one of those is its own version of a story, and that's why you remember it. It made you feel something. It activated your imagination. It was an experience.

According to Stanford Marketing Professor, Jennifer Aaker, stories are 22 times more memorable than facts alone. If we want to impact people's lives in a meaningful and memorable way, we need to invite people into what we're doing with story rather than tell them what to do with facts and statistics. In this interactive workshop, we will explore the power of storytelling to sell and connect with and learn from each other as well.



About the Speaker

Rachel Druckenmiller is on a mission to humanize the workplace by activating hope, resilience, compassion, and connection in leaders and teams through interactive keynotes, workshops and leadership training. Recognized as the #1 Health Promotion Professional in the US in 2015, a 40 Under 40 Game Changer in 2019, and one of The Daily Record's Leading Women of 2020, Rachel is a national thought leader in the field of employee engagement and wellbeing. She has delivered over 130 virtual learning experiences since March 2020.

Rachel has worked with dozens of organizations, including Deloitte, Citizens Bank, Sherwin-Williams and the American Heart Association and has been featured as a guest on over 50 podcasts. She has a Master's degree in Health Science and a Bachelor's degree in Psychology.

Rachel posts inspirational videos and other content on [LinkedIn](#). Follow her there and on her website www.UnmutedLife.com.

This webinar is for members of the Practice Group and any GGI members wishing to join the PG. Please check within the internal area of www.ggi.com for the link to register or simply click on the button shown. We use Zoom for our meetings. Once you register, the meeting ID and password will be sent to you.

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