



TELLING STORIES

Facts Are Dull



PAT'S AGENDA

- Efficient
- Effective

- 5 minute description of story-telling styles
- 5 minute examples of story-telling styles
- 3 minute overview of services and resources
- 2 minute explanation of success criteria

- 10 minute group exercise

KAT'S AGENDA

- Very informative
- Group activities
- Powerful tools

- Fascinating stories of how people just like you touch the lives of people around the world every day
- We will see some amazing things that can happen as a result of these stories
- You'll learn how you – yes you! – with no formal education or experience can inspire, inform, educate, motivate and inspire people worldwide
- Then we're going to actually work together to craft stories with action, purpose and value

EVENT PROMOTION

- Webinar: Independent Consulting as a Career
 - How to judge if independent consulting is for you
 - Signs that consulting may not be for you
 - Ways to pursue independent consulting
- **Date:** Thursday, July 25, 2019
- **Time:** Noon ET
- **Cost:** Free

EVENT PROMOTION

- WEBINAR: 5 Ways to Know if Independent Consulting is for You... And 5 Warning Signs that it's NOT!
- Thinking seriously about a career as an independent consultant? Just getting started and feeling a bit overwhelmed? Already started but would like some support in taking your business to the next level?

The Purdue Alumni Association and LEAP Consulting have teamed up to offer the Discovery Series, your guide to running a successful independent consulting business. In the two-day series, founders Kris Taylor (MS M'96) and Katie McNamee (LA'16) will share the steps to launch or grow your consulting business and define your unique niche.

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BIG IDEAS

- Have Something To Say

BIG IDEAS

- Have Something To Say
- Include the Reason

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- Have Something To Say
- Include the Reason
- Keep it Simple

BIG IDEAS

- Have Something To Say
- Include the Reason
- Keep it Simple
- Clear Direction

HOW CAN YOU TELL IF IT'S A STORY?

Details flesh out a story. If the subject/location can be changed to fit any other club or network, it's not a story.

HELP US TELL THE PURDUE STORY!

- You are our eyes and ears across the world!
 - Your community is your beat. You know it better than we ever will.
 - If you think it's interesting, chances are other people will think it's interesting, too!
 - Don't worry about determining whether something is "story" worthy. Float it up and we'll see if it can be fleshed out.
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SCHOLARSHIP RECIPIENTS

Club awards scholarship to local student.





SCHOLARSHIP RECIPIENTS

Club awards scholarship to local student.

Recipient of club scholarship award inspired to study nursing because of compassionate care she received as a child with heart problems.





COMMUNITY SERVICE

Club organizes cleanup after Hurricane Harvey.






COMMUNITY SERVICE

Club organizes cleanup after Hurricane Harvey.

Club mobilizes to help family of former Purdue volleyball player whose house was flooded from Hurricane Harvey.





PEOPLE-ORIENTED STORIES

Group of Purdue graduates reunite yearly.






PEOPLE-ORIENTED STORIES

Group of Purdue graduates reunite yearly.

Group of Wiley Residence Hall alumni hold annual reunion and return to Wiley to stay in the unairconditioned hall one weekend every July.



SOCIAL MEDIA TOO!

Tell a story – brief, descriptive and clear

Encourage conversation, ask people to comment

Pictures get more views – make them good pics

No pics of a room full of people

Show action whenever possible



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