

Story Telling: A Time-Tested Communication Strategy

**The 28th Annual Betty Burrows Memorial Seminar
Sponsored by the Cleveland Chapter, Special Libraries Association**

Friday, April 11, 2003
8:00 a.m. – 4:30 p.m.
Waters Restaurant and Conference Center, Hudson, Ohio

Seminar speaker: **Richard Stone**

Using Storytelling To Help Your Organization Succeed

Tired of seeing your listeners' eyes glaze over as they're bombarded with facts and figures? Having trouble capturing people's attention long enough to get a message across? Feeling like your audience is disengaged—and starving for something more meaningful to connect with?

Here's your opportunity to learn a powerful and practical communication device that will help you break through the clutter and win the hearts and minds of your audience.

Discover one of the oldest and most effective ways to communicate, and tailor and refine it to meet the demands and needs of the modern workplace. This one-day workshop will teach you the basic techniques of storytelling to help you accomplish practical business objectives, such as:

- Communicating your mission, vision and strategy
 - Reinforcing core attitudes, values and behaviors
 - Recognizing and rewarding outstanding performance
 - Marketing and selling a product or service
 - Building brand loyalty
- You'll also learn how stories can:**
- Create better understanding and retention of key messages
 - Influence beliefs and motivate people to “do things differently”
 - Humanize your organization
 - Get customers to fall in love with what you're selling and services you offer

Sharing stories about things that really matter, one of the oldest and most personal forms of communication, has an extraordinary effect on people. Rather than telling them the point, it shows them. Rather than merely informing, it inspires.

Richard Stone, M.S. - President

Richard Stone has developed training programs for team building, leadership development, knowledge management, and diversity training for corporate clients such as Walt Disney Imagineering, Eastman Chemical Company, Lucent Technologies, and Hewlett Packard. He also works closely with leaders in Fortune 500 companies who are responsible for executive development. He is also a founding board member of the International Storytelling Center.

Mr. Stone has also been a national leader in the development and application of training programs for counselors, social workers, nurses, chaplains, hospice professionals, and healthcare volunteers. His programs have been used to help facilitate the life review process for patients and their families and to teach professionals how to bring the practical applications of storytelling into their therapeutic work.

He has been a featured presenter at the Alliance for Healthcare Strategy and Marketing, the National Perinatal Association Annual Conference, the Institute for Healthcare Improvement, National Hospice Organization's Leadership Development Conference and Spiritual Caregivers Conference, the National Network of Estate Planning Attorney, and at the National Association of Personal Historians.

Mr. Stone has written two books: *Stories—The Family Legacy* and *The Healing Art of Storytelling*.

The StoryWork Web site is at <http://www.StoryWork.com>

Additional Information

For additional information about the workshop, please contact Deb Oberlander, Oberlander@ferro.com, (216)750-6925.

This Betty Burrows Memorial Seminar is offered by the Cleveland Chapter of Special Libraries Association, in memory of Elizabeth Burrows, a Cleveland chapter member from 1947 until death in 1971. A generous gift from her husband, William, and other memorial funds from friends and colleagues, has been used to establish the Betty Burrows Memorial Fund. This fund helps to further one of Betty's long-term interests, the education of special librarians.

Betty Burrows received her M.L.S. from the University of Michigan. She began her career on the staff of the Federal Reserve Bank in Cleveland as cataloger. Subsequently, she joined the Alcan Aluminum Corporation where she organized a special library. A member of the Special Libraries Association for twenty-five years, Betty Burrows was an active member and officer of the Cleveland Chapter. She served the SLA Business and Finance Division as Secretary and Treasurer, and the Association as Chair of the Scholarship and Student Loan Committee. As an appropriate memorial to Betty, the Cleveland SLA chapter intends to continue this annual program.

THE 28TH ANNUAL BETTY BURROWS MEMORIAL SEMINAR
Sponsored by the Cleveland Chapter, Special Libraries Association

Friday, April 11th, 2003

8:00 a.m.– 9:00 a.m. Registration & Continental Breakfast

9:00 a.m.- 4:30 p.m. Program

Waters Restaurant and Conference Center

5416 Darrow Rd., Hudson, OH 44236

phone; 330-655-5555

<http://www.watersrestaurantctr.com>

REGISTRATION: Includes program, exhibits, continental breakfast, luncheon & breaks

DEADLINE: APRIL 8TH, 2003. No refunds after deadline

MAKE CHECKS PAYABLE TO: "BETTY BURROW MEMORIAL SEMINAR"

QUESTIONS: Deb Oberlander (216)750-6925 or Oberlander@ferro.com

_____ Detach & Return _____

The lunch will a buffet, but we need a count of those who wish to dine vegetarian to be sure to have the right proportions.

Please circle one; VEGETARIAN/NONVEGATARIAN

NAME: _____

ORGANIZATION: _____

ADDRESS _____

PHONE _____ EMAIL _____

ENCLOSED

\$65 Members (CIRCLE ONE) SLA, ASIS&T, ORALL, CAMLS

\$80 Non-members

\$50 Unemployed, Retired

\$40 Students

MAIL REGISTRATIONS & PAYMENT BY APRIL 8TH, 2003 TO;

Kathy Longaberger

Goodyear Tire & Rubber Co.

Research Information Center

142 Goodyear Blvd.

Akron, Ohio 44305

Directions:

I-77 or I-71

I- 71 or I-77 to I-80 Eas/Youngstown (I-77 now connects directly to I-80)

Exit I-80 at #180, go South on State Route 8.

Turn left at stoplight at Rt 30. Take 1st right (stoplight) onto Terex Road. Take Terex Road to the Terex-Darrow intersection.

Turn right onto Darrow Road, and Waters is on the right at 5416 Darrow Rd.. (JoAnn Fabric and Crafts headquarters is across the street)

I-480 East or West

I-480, exit Rt. 91, going South. Go through the Hudson business district.

Waters is just beyond Terex Road intersection, approximately 1 mile south of the Hudson city limits.