

MIKKI WILLIAMS

Speaker Hall of Fame / TEDx Speaker



Presents:

CRACKING THE CODE

Executive Presence:
Speaking, Storytelling and Persuasion

A SPECIAL PRESENTATION FOR:



Be Outrageous, It's The Only Place That Isn't Crowded!™

Call me: 312.802.8447 E-me: mikki@mikkiwilliams.com See me: www.mikkiwilliams.com

MIKKI WILLIAMS, CSP, CPAE



What do the Cree Indians of Canada, bankers in Australia, farmers in Indiana, insurance agents in Singapore, and German fitness professionals have in common with AT&T, IBM and Lockheed? Mikki Williams, CSP, CPAE!!! She is a global celebrity speaker, trainer, TEDx speaker, executive speech coach, author, radio & TV personality and entrepreneur extraordinaire. An inspirational humorista and business motivator, she was chosen as one of the best speakers in the country by Meetings and Conventions Magazine along with Tony Robbins, Bill Gates, Rudy Giuliani, Colin Powell, Lou Holtz, Zig Ziglar, Mike Ditka and Jay Leno. She has spoken for heads of state including Bush, Clinton and even Nelson Mandela at his home in South Africa. Her client roster is vast, from the Million Dollar Round Table to the IRS.

She earned the dual designations of CSP (Certified Speaking Professional) and CPAE (Council of Peers Award for Excellence) from the National Speakers Association, an achievement attained by fewer than 1% of all professional speakers worldwide, and she was inducted into the Speakers Hall of Fame. Mikki is an award-winning Vistage speaker and Master Chair... Lifetime Achievement Award, Speaker of the Year and Chair

Excellence for her two groups in Chicago, Vistage is the world's leading executive organization with 22k members worldwide. She was featured on the front page of The Wall Street Journal and noted as one of the top executive speech coaches in Forbes, named one of the Outstanding Women of the Decade by the United Nations, and ABC did a television documentary about her life. She was also recognized as Small Business Advocate of the Year, Entrepreneur of the Year and the International Fitness Business Person of the Year. She has spoken in every US state, every Canadian province and every continent in the world, except Antarctica...where she can't wear her stilettos.

In addition to **Mikki Williams Untld.**, her speaking and training firm, and **Coaching, etc . . .** her executive speech coaching, Mikki produces a monthly ezine, **Hair She Is...!**, a blog, **Mikki Williams' Blah Blah Blog** and a product line, **EXCESS-ories**. **The Mikki Mouth Club™** features three divisions; **Speaker Source™**, **Accountability Academy**, and **Keynote Kamp™**. She also runs **Outrageous Orators™**... Speakers Who Rock, an uncommon speakers bureau, and she offers her popular **Speakers Schools** live in Chicago, Naples, Florida and in companies worldwide, and also virtually. She achieved a life goal with her one night only (four sold-out nights later) one woman show, **She Came, She Wore, She Conquered...shoes, sex and other stories**.

She is uniquely unordinary! An Enthusiologist™ who went from dance choreographer through nine successful careers to word choreographer, she mixes entertainment and humor with business savvy and knowledge to share insight and inspiration for life changing impact. From the corporate world to the ever-changing private world we live in, she is a breath of fresh air, outrageous, fun, stimulating, informative and most of all...real! **Be Outrageous, it's the only place that isn't crowded.™**

Slip 'em a Mikki®

www.mikkiwilliams.com

CRACKING THE CODE

Executive Presence: Speaking, Storytelling and Persuasion

Storytelling is a timeless tradition. We are wired for communicating through, and learning from, stories. There are many universal truths that we all share and our messages get lost if we're not connecting to hearts AND minds. Mastering the art and heart of storytelling will help you persuade, influence and motivate. Stories fit the mind in ways that data does not. In my experience, the more data one uses the less connected we feel; the more human interest, the more connection. Instead of telling our valuable stories, we feel safer sharing opinions, ideas and beliefs rather than our lives. If you just sit down with your life and your business, and you sort them out as stories you'll enhance your connections immeasurably.

Parker Palmer, who hails from my hometown of Chicago and is a well known author, educator and activist has been quoted as saying, "Human connection comes about through story, it is our shared story that allows us to connect, to empathize and relate."

In business everyone naturally gravitates toward using logic and statistics because it seems more professional but the truth is that emotion always works better because that's the way to reach hearts and minds, and also allows people to see the real you, which is authenticity. And storytelling is about authenticity! It allows the real you to shine through and that's when connections happen... with an audience, a client, a prospect, a family member... with life itself.

Invest me through story to care about your data
Facts tell, stories sell!

Real learning happens heart to heart, not head to head.

THE THREE Ws

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Mikki's Top 10 Virtual Presentation Tips

1. Eyes _____

2. Frame _____

3. Stand _____

4. Notes _____

5. Energy _____

6. Hands _____

7. Dress _____

8. Slides _____

9. Engagement _____

10. Virtual Backgrounds _____

Practice

Practice

Practice

Practice



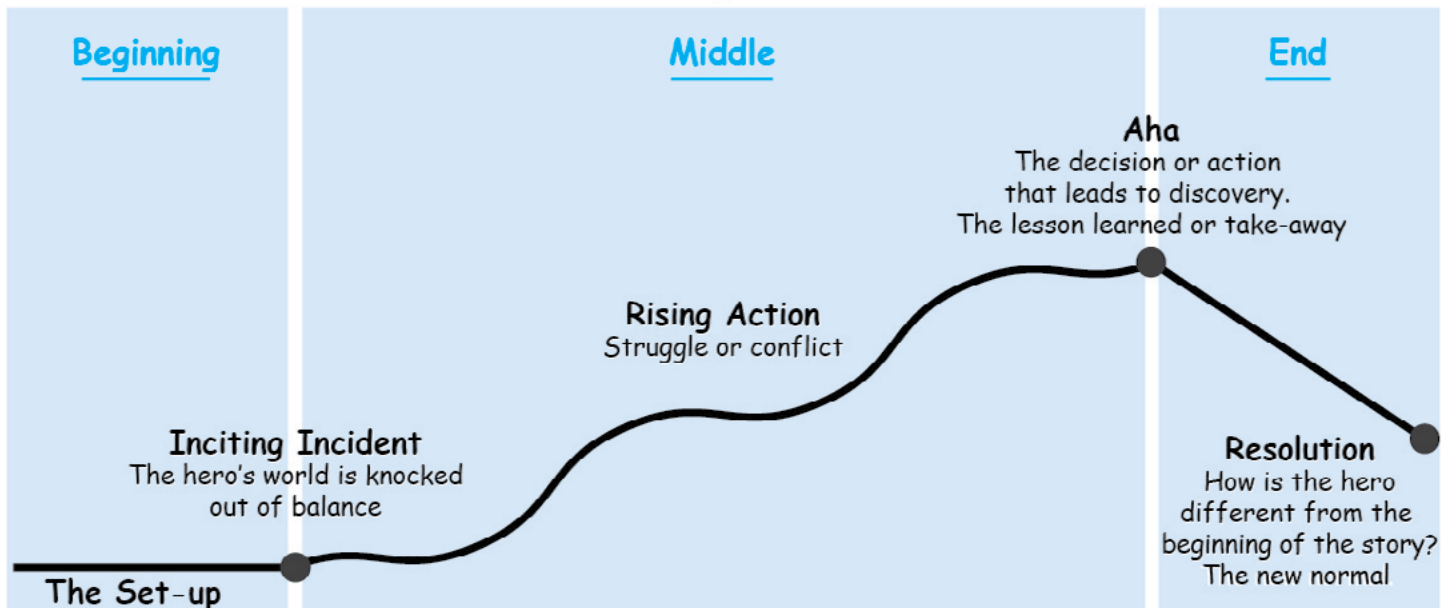
CRACKING THE CODE

Executive Presence:

Speaking, Storytelling and Persuasion



Classic Story Structure



Every day

Then one day

Because of that

And because of that

Until finally

Ever since then

Speech Structure

0 _____

O- _____ I- _____ P- _____

S- _____ P- _____ ?- _____

S- _____ P- _____ ?- _____

S- _____ P- _____ ?- _____

S- _____ P- _____ ?- _____

M- _____ H- _____ K- _____

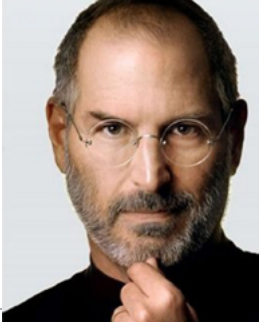
C _____

[illegible]

CRACKING THE CODE

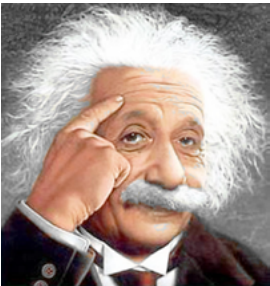
Executive Presence:

Speaking, Storytelling and Persuasion



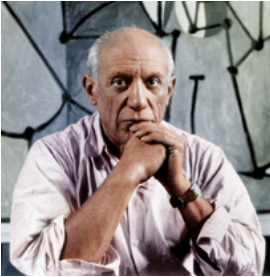
CRACKING THE CODE

Executive Presence: Speaking, Storytelling and Persuasion



CRACKING THE CODE

Executive Presence: Speaking, Storytelling and Persuasion



CRACKING THE CODE

Executive Presence: Speaking, Storytelling and Persuasion





CRACKING THE CODE

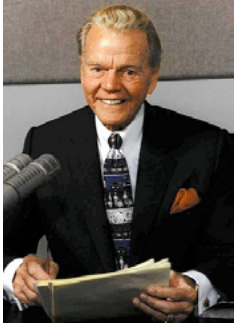
Executive Presence: Speaking, Storytelling and Persuasion



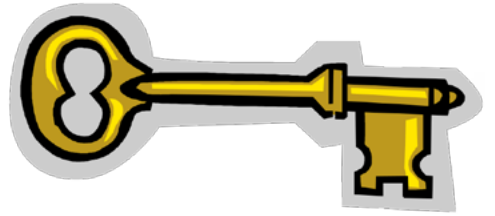


CRACKING THE CODE

Executive Presence: Speaking, Storytelling and Persuasion



KEY WORD STORIES



Family - parents, children, relatives

Business

Education- each level of school

Relationships - friends, spouses, SO, teachers, bosses, peers

Travel

Camp

Religion

Events/special occasions

Holidays

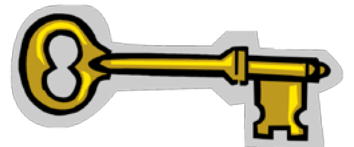
Purchases

Childhood, Teen, College

Hobbies

Funniest

Saddest



Proudest

Most Challenging

Most Poignant

Memorable

Regret

Embarrassing

Aha!

A time you shined

A time you blew it

A mentor

A book, movie, or current event

Mikki's Recommended Reading

**Glamour and the Geek:
Communication Tips from URL
(Online) to IRL (In Real Life)**

Mikki Williams and Dave Nelson

**Building a StoryBrand: Clarify
Your Message So Customers Will
Listen**

Donald Miller

**The Communication Secrets to
Get from Good to Great**

Carmine Gallo

**Long Story Short: The Only
Storytelling Guide You'll Ever
Need**

Margot Leitman

**Let the Story Do the Work: The
Art of Storytelling for Business
Success**

Esther Choy

**The Anatomy of Story: 22 Steps
to Becoming a Master Storyteller**

John Truby

**Storytelling with Data: A Data
Visualization Guide for Business
Professionals**

Cole Nusbaumer Knaflic

**Business Storytelling for
Dummies**

Karen Dietz and Lori Silverman

Talk Like TED

Carmine Gallo

**Story Theater Method:
Strategic Storytelling in Business**

Doug Stevenson

**The Toastmasters International
Guide to Successful Speaking**

Jeff Slutsky and Michael Aun

The Power of Story

Jim Loehr

**The Spirituality of Imperfection:
Storytelling and the Search for
Meaning**

Ernest Kurtz and Katherine Ketcham

**Speak Like Churchill - Stand Like
Lincoln**

James C. Humes

**Speaker's Library of Business:
Stories, Anecdotes, and Humor**

Joe Griffith

**You Are the Message: Secrets
of the Master Communicators**

Roger Ailes and Jon Kraushar

**Whoever Tells the Best Story
Wins**

Annette Simmons

**Paid to Speak: Best Practices for
Building a Successful Speaking
Business**

National Speakers Association

**The Storyteller's Secret: From
TED Speakers to Business
Legends, Why Some Ideas Catch
On and Others Don't**

Carmine Gallo

"I Can See You Naked"

Ron Hoff

Presence

Amy Cuddy



Executive Presence:

Speaking, Storytelling and Persuasion

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



Executive Presence:

Speaking, Storytelling and Persuasion

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Your comments are very important

I enjoyed being with all of you and hope you will take a moment to give me your reaction to this presentation by browsing to the link below. I sincerely appreciate your time and effort. Thank you.

<https://bit.ly/GetMoreMikki>



Sign up for Mikki's monthly quality-of-life ezine aka the don't-take-yourself-so-seriously ezine... colorful and outrageous like the woman herself. The focus is inspiration, humor, business, personal and just plain fun - something for everyone, every interest, and featuring new guest business columnists annually.

Speakers School with Mikki Williams, CSP, CPAE: 3 decade's worth of tips, secrets, training and practice - devoted to being a better speaker, whether for a speaking career or simply for better communication skills.

Go to <https://www.mikkiwilliams.com> and click on the Speakers School link.



One-on-one coaching in presentation skills via phone, Skype, in person or a combination thereof. To begin your journey of success or for information on your investment, contact sue@mikkiwilliams.com or 312.802.8447.

Join the Mikki Mouth Club™ now with three divisions:

- Speaker Source is one-on-one coaching packages
- Accountability Academy holds clients accountable for implementing their speaking goals and objectives in a yearlong program.
- Keynote Kamp™ is a two-day intensive on-to-one, designing an entire speech.

For more info go to <https://www.mikkiwilliams.com> and click on the Mikki Mouth link on the left or call 312.802.8447.



Mikki's the perfect speaker for your event or meeting, but if she's unavailable or doesn't fit your budget, or if you desire a topic that's not on her list, she'll help you find the right person from her cadre of amazing peers.

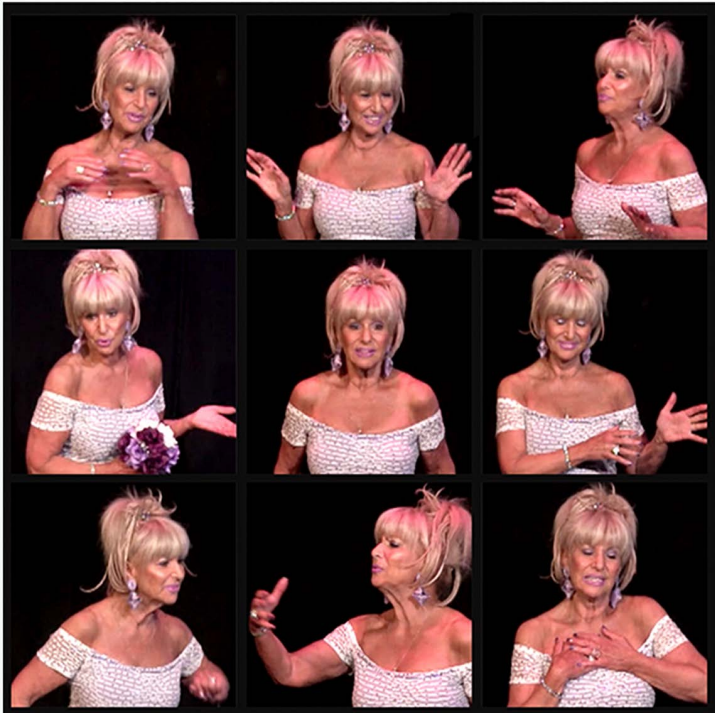


Call 312.802.8447, email mikki@mikkiwilliams.com or visit us at www.mikkiwilliams.com for more details on any of the above

Mikki & Friends

SEMINAR SERIES

Ready, Set, Zoom with Hall of Fame, TEDx speaker, Mikki Williams



Mikki and Friends Premier Event
Registration is open, woo hoo!!

Authors of "Glamour and The Geek",
Mikki Williams and Dave Nelsen

Jan 22nd Mikki presents
"Electrifying Engagement in a
Normal and Abnormal Environment"
11:00-1:00PM ET \$495.00 pp

Bring yourself, bring your team,
bring YOUR friends!

Reserve one or both • [Click here for Mikki](#) • [Click here for Dave](#)

Jan 22nd Mikki's friend, Dave Nelsen
presents

"Technology to Make It Like Being There"
2:00-4:00PM ET \$495.00 pp

Bring yourself, bring your team, bring
YOUR friends! Register for one or both.
Start 2021 with a whole
new attitude and aptitude!



The Mikki Mouth Club™



Five 50-minute one-on-one sessions customized to your preferences via phone, Skype, in person or any combination.

"Sending each of my analysts through your Speakers School has been a great investment. These are very smart, highly capable people, and you guided them into being effective communicators as well. That increases their efficacy immeasurably, for ITR Economics and for our clients. I highly recommend your school and your coaching in developing talent. Thank you very much for all you have done for us."

~Brian Beaulieu

CEO, ITR Economics/Vistage Chief Economist



A year-long program with monthly assignments and quarterly coaching.

"Working with Mikki throughout the year and holding me accountable to action has made me a better speaker. Every improvement I've made to each of my presentations can be traced directly to what I learned from Mikki by attending her Speakers School, her one-on-one coaching and Keynote Kamp."

~Bob Roitblat

TEDx Speaker, Vistage Speaker, CEO Mainsail Consulting Group



The original since 2013. A two-day one-on-one intensive session with Mikki, emerging with a fully developed keynote speech.

"I have done a significant amount of speaking at conferences but I wanted to step it up a notch, so I attended Mikki Williams Speakers School. My goal was to become a Vistage speaker, to help business leaders better understand the critical issue of Cyber Security, and promote my business. Speakers School was three days of amazing training that gave me great insights into how to make the most of my unique style and narrative. I know that the Vistage audience is notoriously tough so I invested in Mikki's Keynote Kamp, and spent two intense days designing a killer speech. On my first two Vistage speeches I got scores of 4.8 on a 5 point scale with 100% of the audience recommending the speech to other Vistage Members! Thanks Mikki, we did it!! The training and the Keynote Kamp was worth every penny!"

~Ken Barnhart,

President & CEO Occam Group, Ltd.



A unique boutique speaker's bureau for graduates of Speakers School or any division of the Mikki Mouth Club™

"Thanks for booking me for MDRT (Million Dollar Round Table) and Mechanical Contractors. You rock!"

~Michael Allosso

Award Winning Vistage Speaker