The SOUNDTRACK of AMERICA

MADE IN

TENNESSEE®

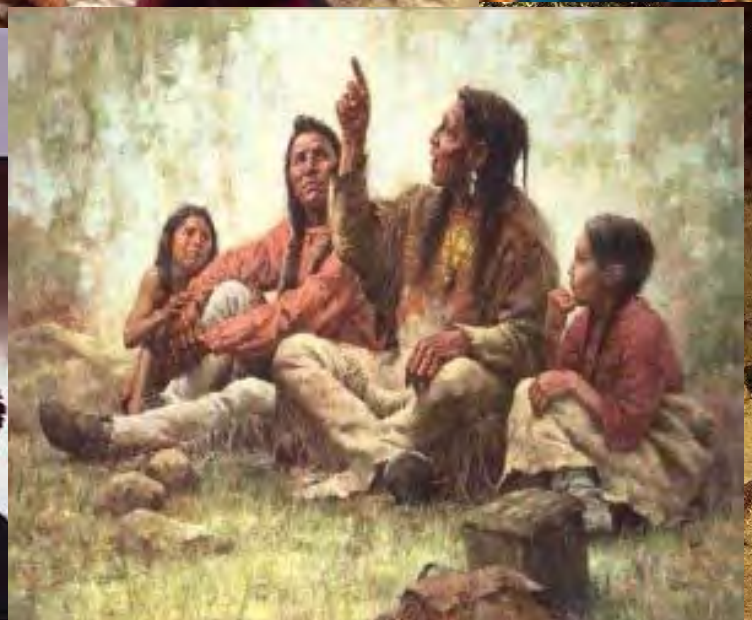
THE INFLUENCE OF THE STORY

… humans in all cultures come to cast their own identity in some sort of narrative form. We are inveterate storytellers." - Owen Flanagan, Duke University

The purpose of a storyteller is not to tell you how to think, but to give you questions to think upon . . .

Brandon Sanderson, author

WE ARE STORY TELLERS



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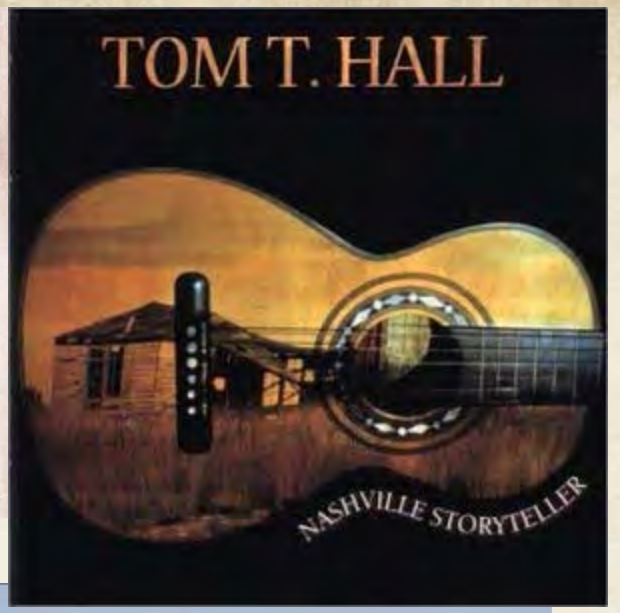
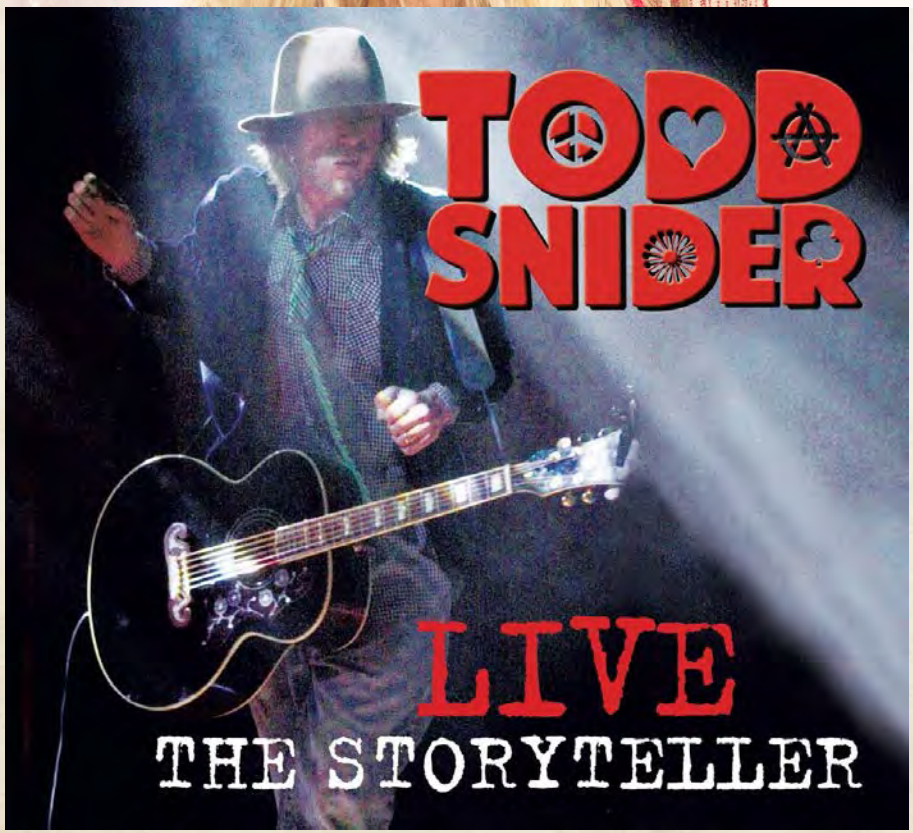
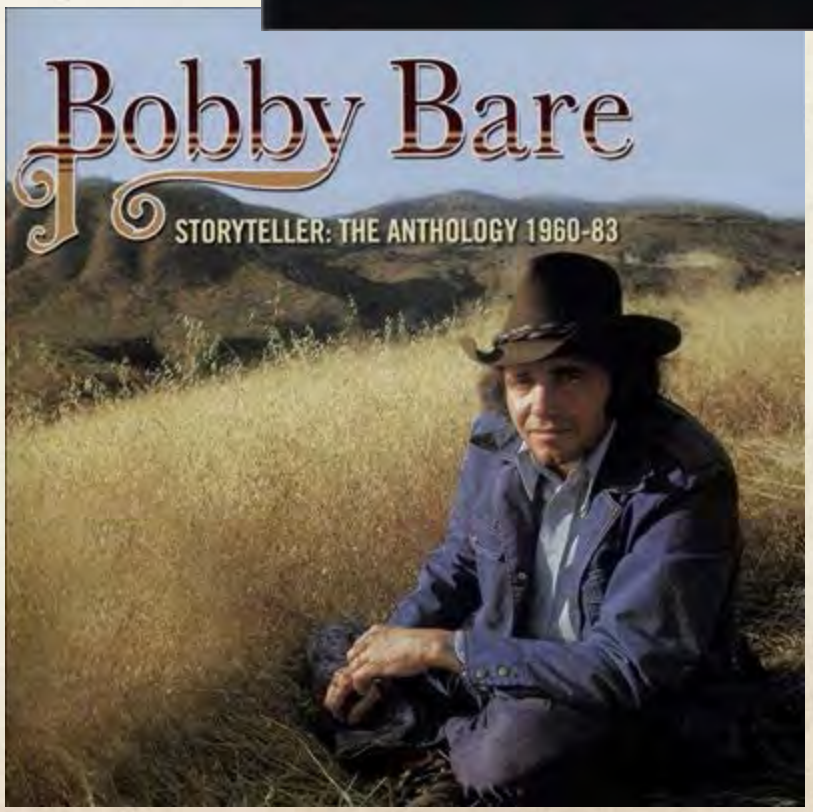
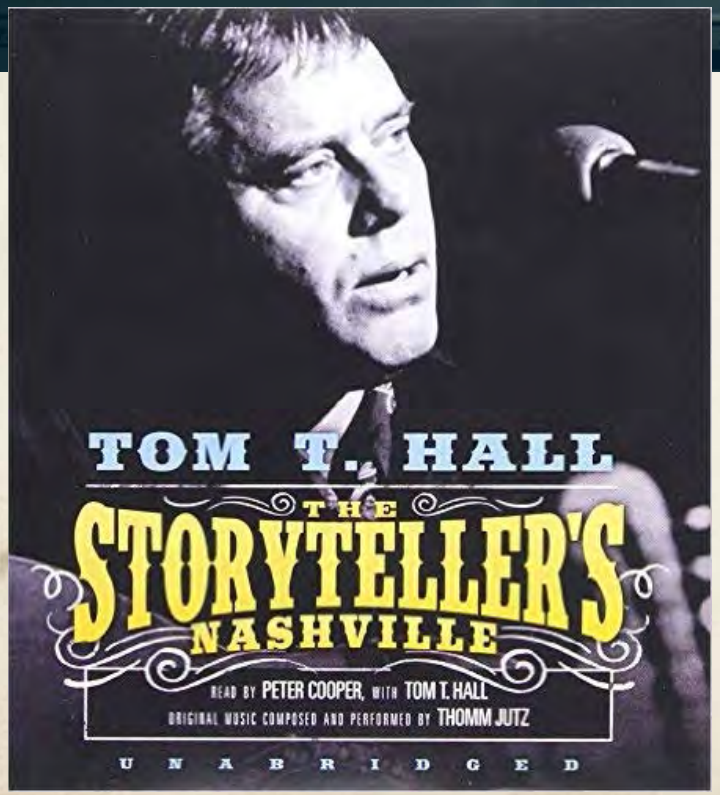
CARRIE UNDERWOOD
STORYTELLER


TOM T. HALL
NASHVILLE STORYTELLER


TODD SNIDER
LIVE
THE STORYTELLER


Bobby Bare
STORYTELLER: THE ANTHOLOGY 1960-83

Storytellers
NASHVILLE



Stories are the single most powerful tool in a leader's toolkit.
Howard Gardner

WE
HAVE
TO
ALL
STORIES
TELL

Stories
WORTH
Telling

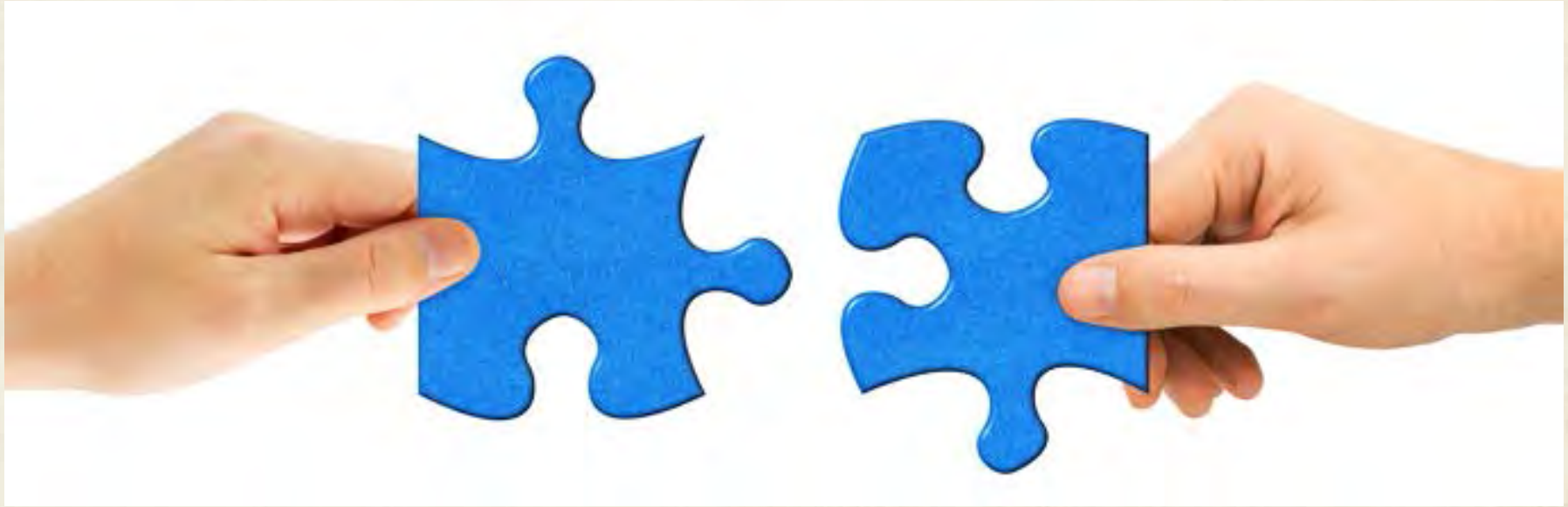
What's your story?

Crafting

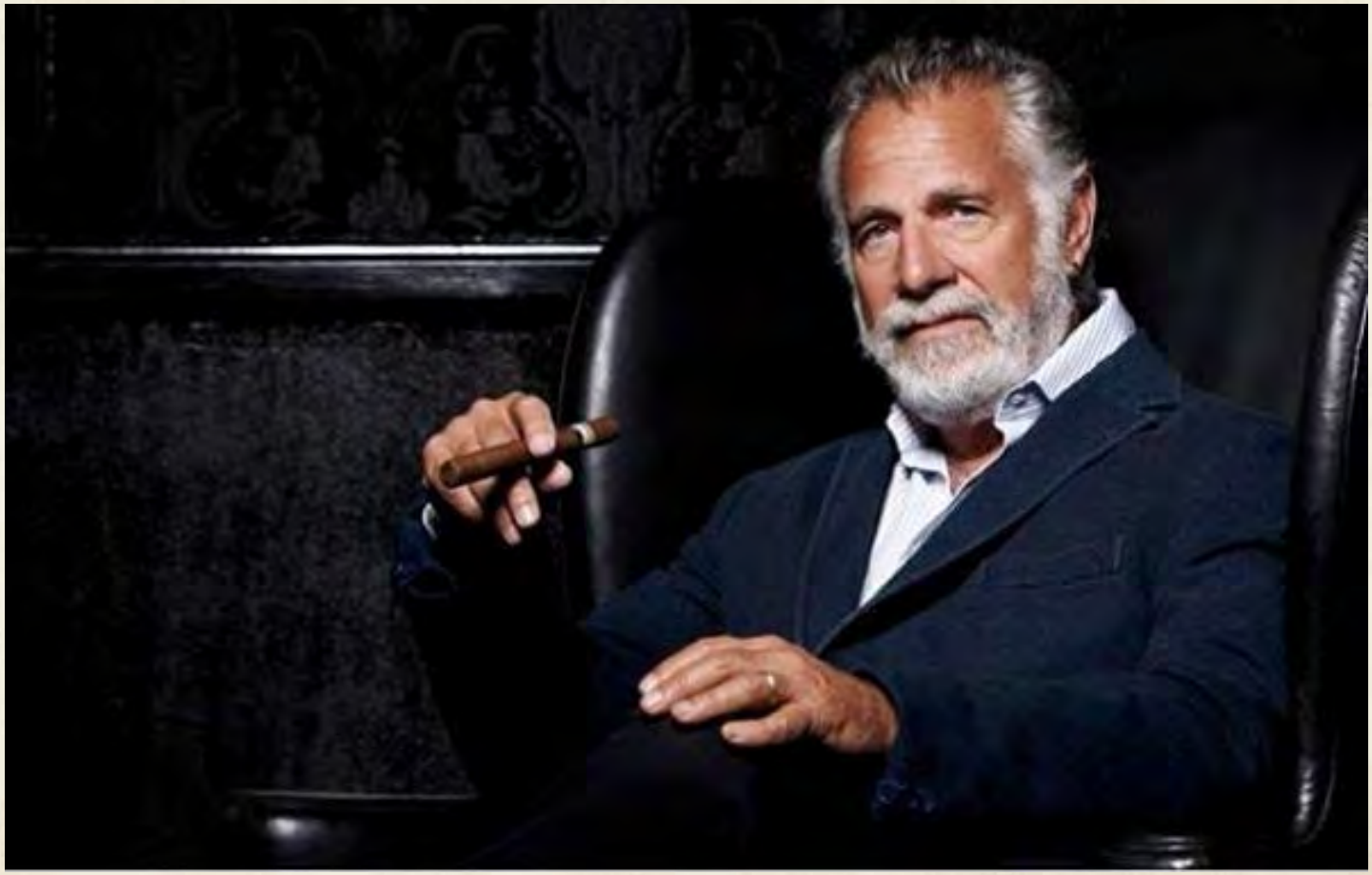
Compelling Stories

When Told in the Right Way

With the Right Components



It Becomes Interesting to Others

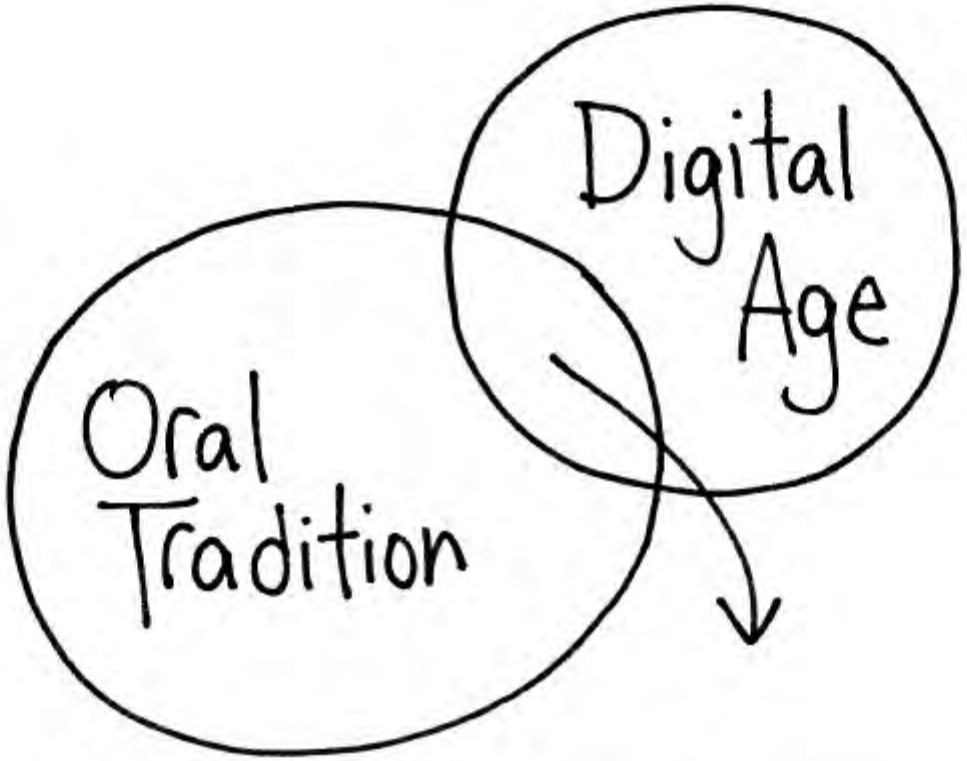


WHO ARE YOU?

Then .... WHERE Are You?

DON'T BE THIS GUY –

The
Twilight
Zone



Time for new EPIC STORIES

Insta

g+
tumblr.
LinkedIn
facebook
twitter
Pinterest
YouTube
Broadcast Yourself™

LinkedIn
skype
LiVEJOURNAL
foursquare
vimeo
YouTube
Insta
facebook
Blogger
my
flickr
Bēhanc
twitter
tumblr.
Like
yelp

facebook
Linked in
digg
last.fm
YouTube
orkut
SOCIAL MEDIA
In Business

AUTHENTICITY
iduality
Real
accurate
Ownable
TRANSPARENT
COOL
EFS
Genuine
INITIATIVE
Honest
reliable
Values
AUTHORATIVE

AUTHENTICITY
SEAL

trust
culture
brand
integrity
design
transparency
s
AUTHENTICITY
ge
equity
responsibility
true
value

Be Genuine

MoonPie
The Original Marshmallow Sandwich
Double Decker

LODGE CAST IRON

BUSH'S
BEST
Country
BAKED BEANS
BUSH'S
BEST
Original
SEASONED WITH BACON & BROWN SUGAR
BAKED BEANS
BUSH'S
BEST
getarian
BAKED BEANS

GENTLEMAN JACK
JACK DANIEL'S
Tennessee HONEY
JACK DANIEL'S
Old No.7
Tennessee WHISKEY
JACK DANIEL'S
Tennessee FIRE
JACK DANIEL'S
SINGLE BARREL SELECT

GooGoo®
CLUSTER

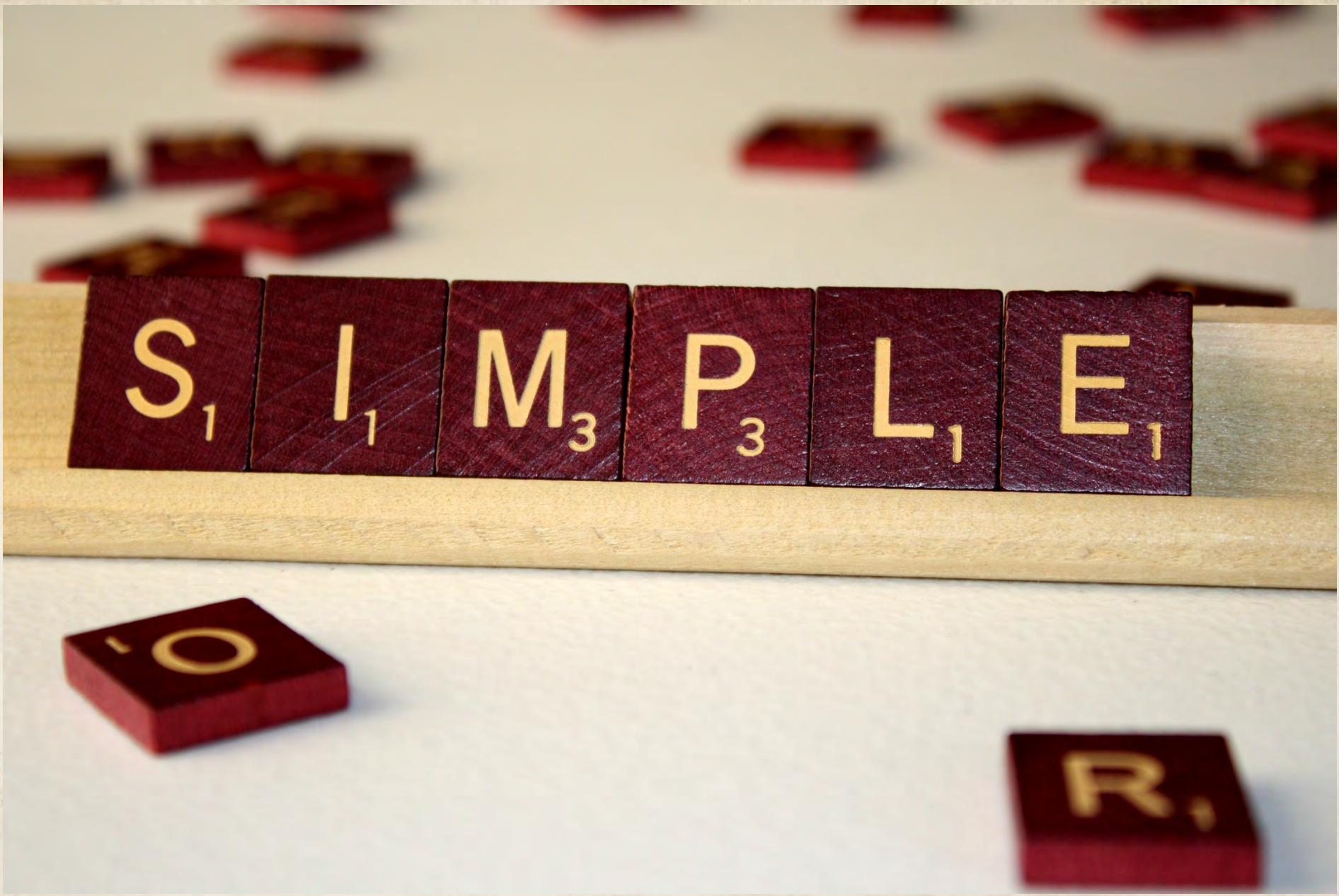
Image Credit: © Depositphotos.com/BrianAJackson

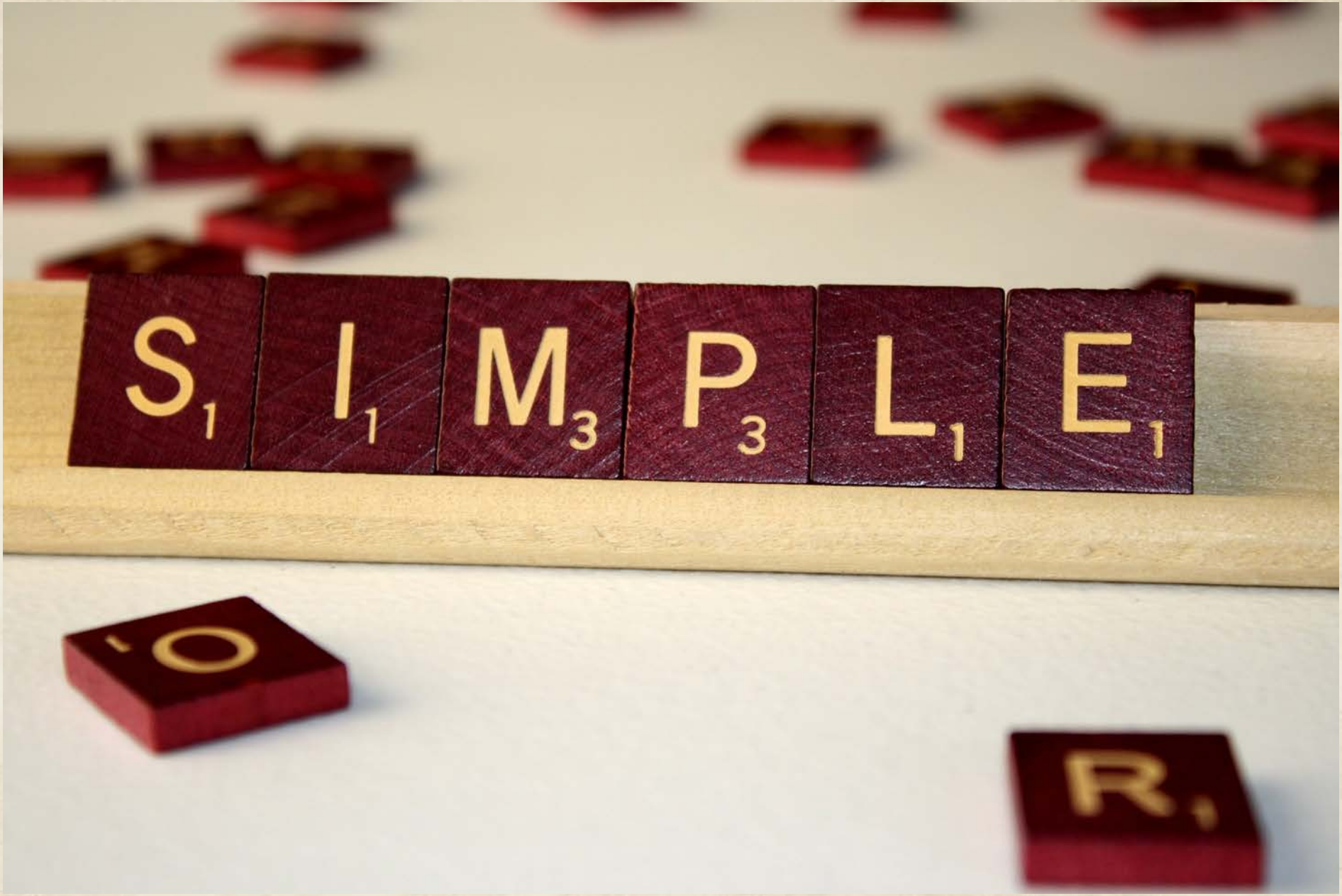
FAKE
GENUINE

200 %
Genuine

For Real

LET'S GET REAL.


SIMPLE
O
R

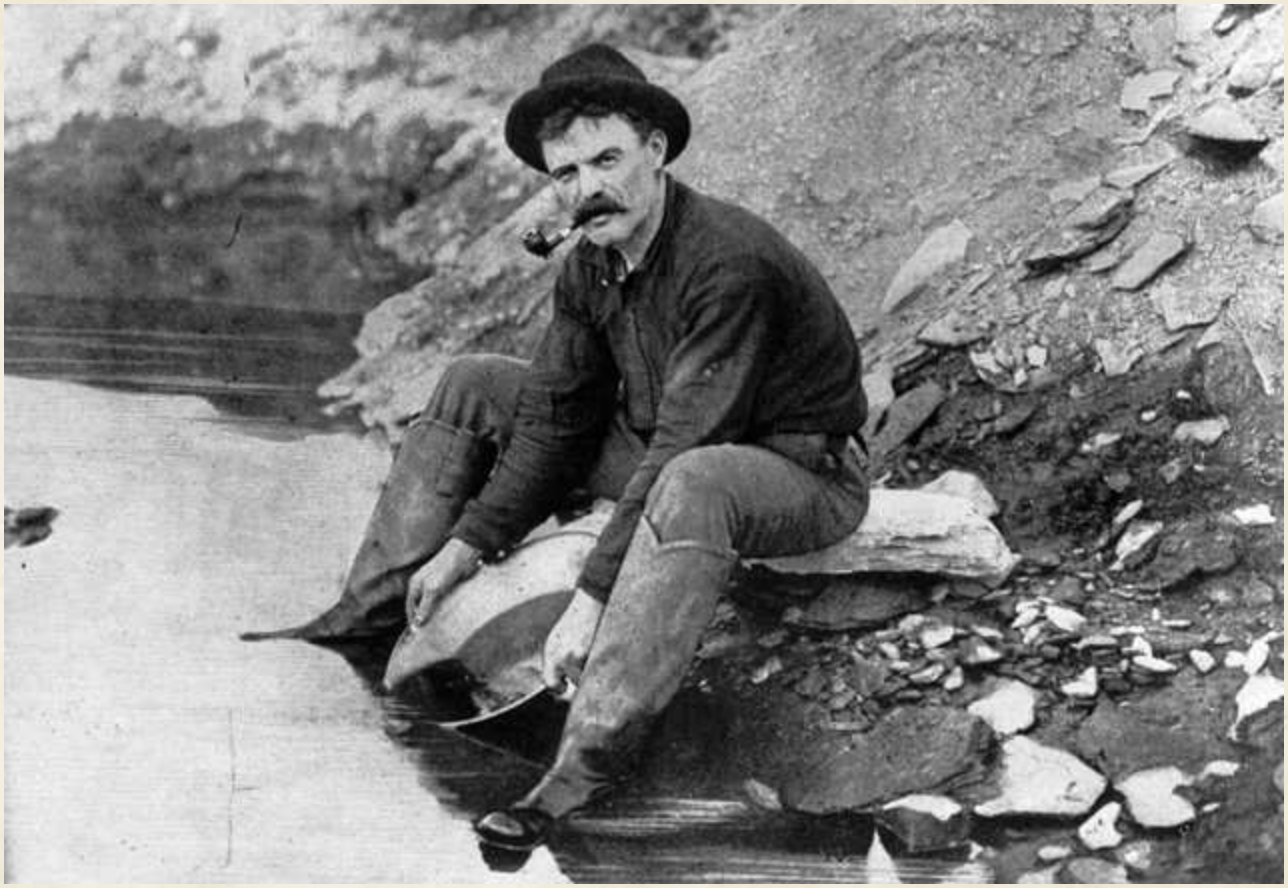

SIMPLE
O
R

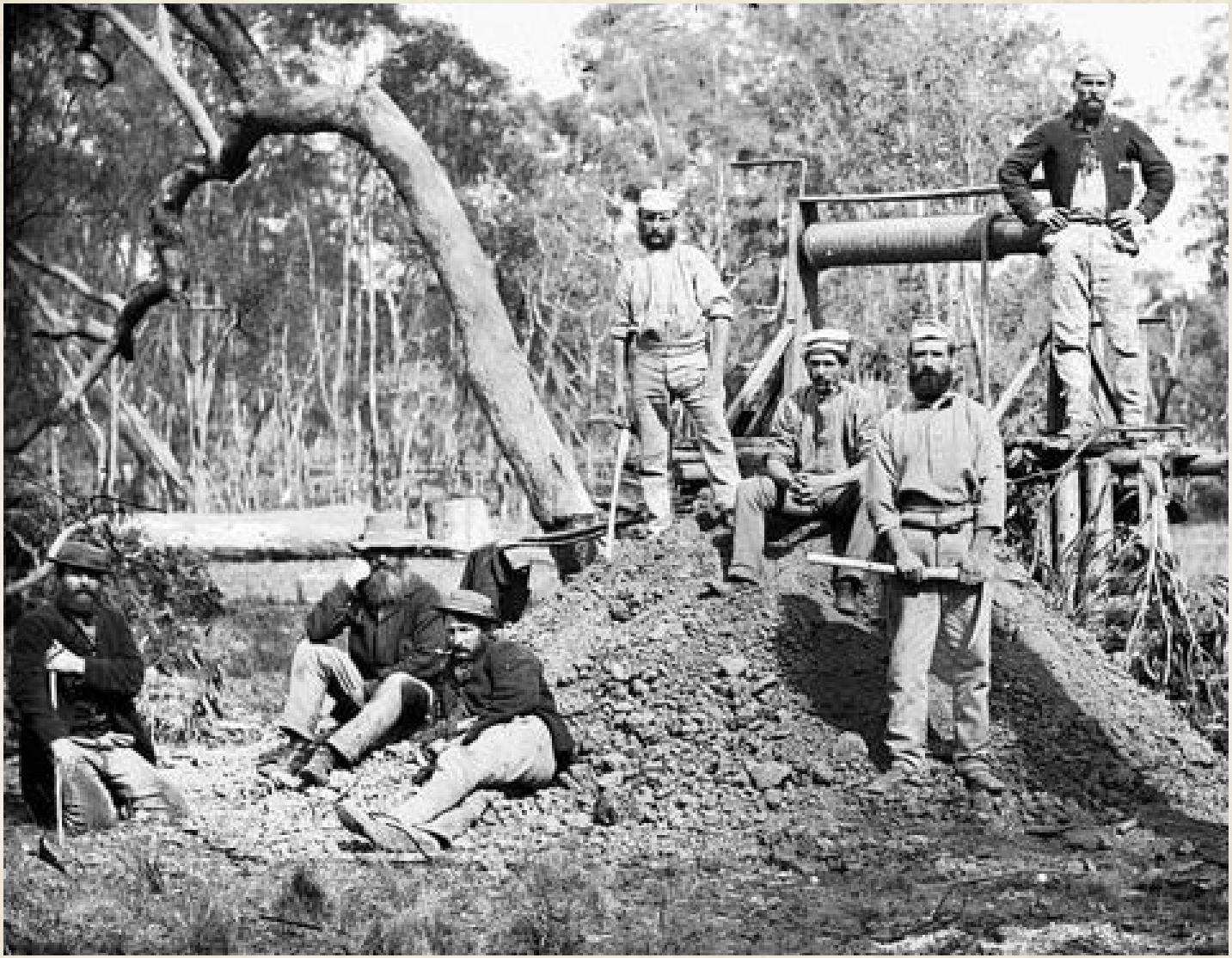
SIMPLE is a 10-point word

But in the right place ...

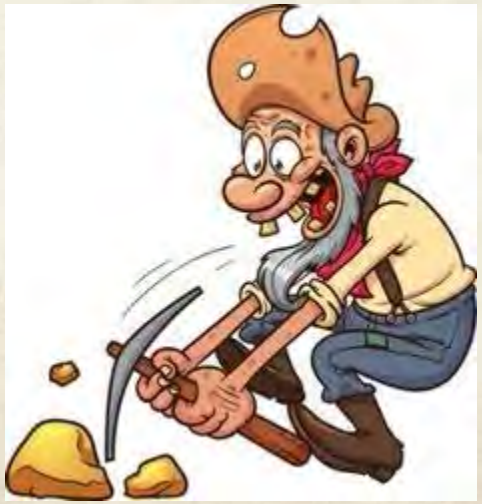
It can score 39 points.

MINING FOR GOLD





PAYDIRT!



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WHAT'S YOUR STORY

THANK YOU

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