

WEDNESDAY ♦ 8:30am

KEYNOTE ADDRESS

Resonate with Visual Stories

“The only reason to give a speech is to change the world.” – John F. Kennedy



NANCY DUARTE

If you say “I have an idea for something,” what you really mean is “I want to change the world in some way.” What is “the world,” anyway? It is simply all of the ideas of all our ancestors. Look around you—your clothes, language, furniture, house, city, and nation all began as visions in other minds. Humans love to create. And creating starts with an idea that can change the world.

Changing the world starts with transforming an audience and an audience will only change if you resonate with them. During this hour, you will learn how to:

- Leverage the hidden story structures inherent in great communication
- Connect with your audience empathetically
- Create captivating content
- Craft ideas that get repeated
- Inspire enthusiasm and support for your vision

This session is for leaders who are tasked with communicating clearly.

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