



# Wired to Connect | London

24-26 October, 2017

# Objectives

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Discover how brain science affects the way we connect with one another



Learn how to construct and tell compelling stories that move people to action

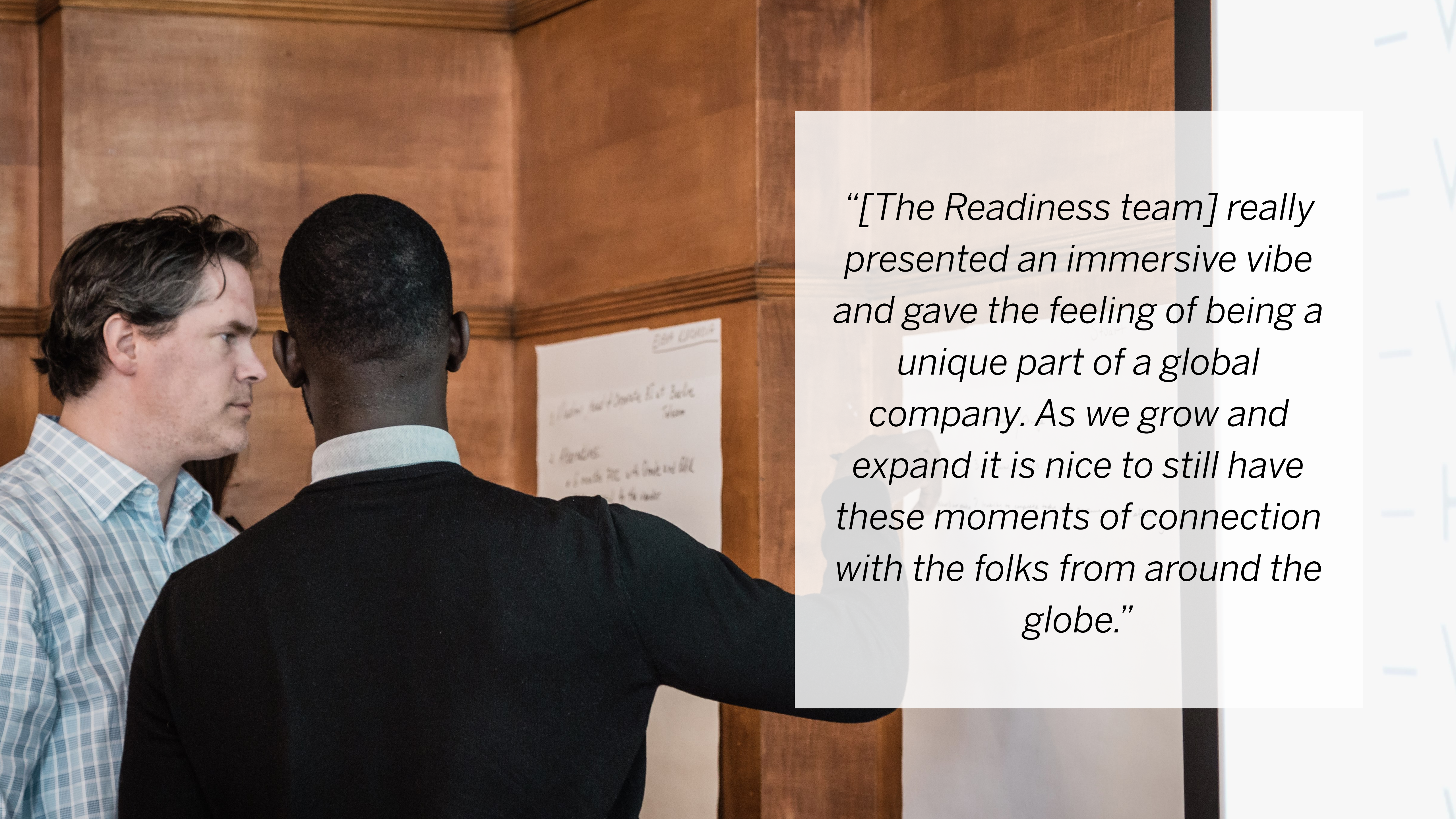


Build cohesive teams

# Participant Profile

- Attendees from commercial teams based in London, regardless of role type or region
  - Experienced reps who would be potential coach candidates for future sessions
  - Newer reps who would benefit from the training tactically and culturally





*“[The Readiness team] really presented an immersive vibe and gave the feeling of being a unique part of a global company. As we grow and expand it is nice to still have these moments of connection with the folks from around the globe.”*

# Principles

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Provide a kinesthetic and interactive approach to learning



Guide the discovery process through problem solving



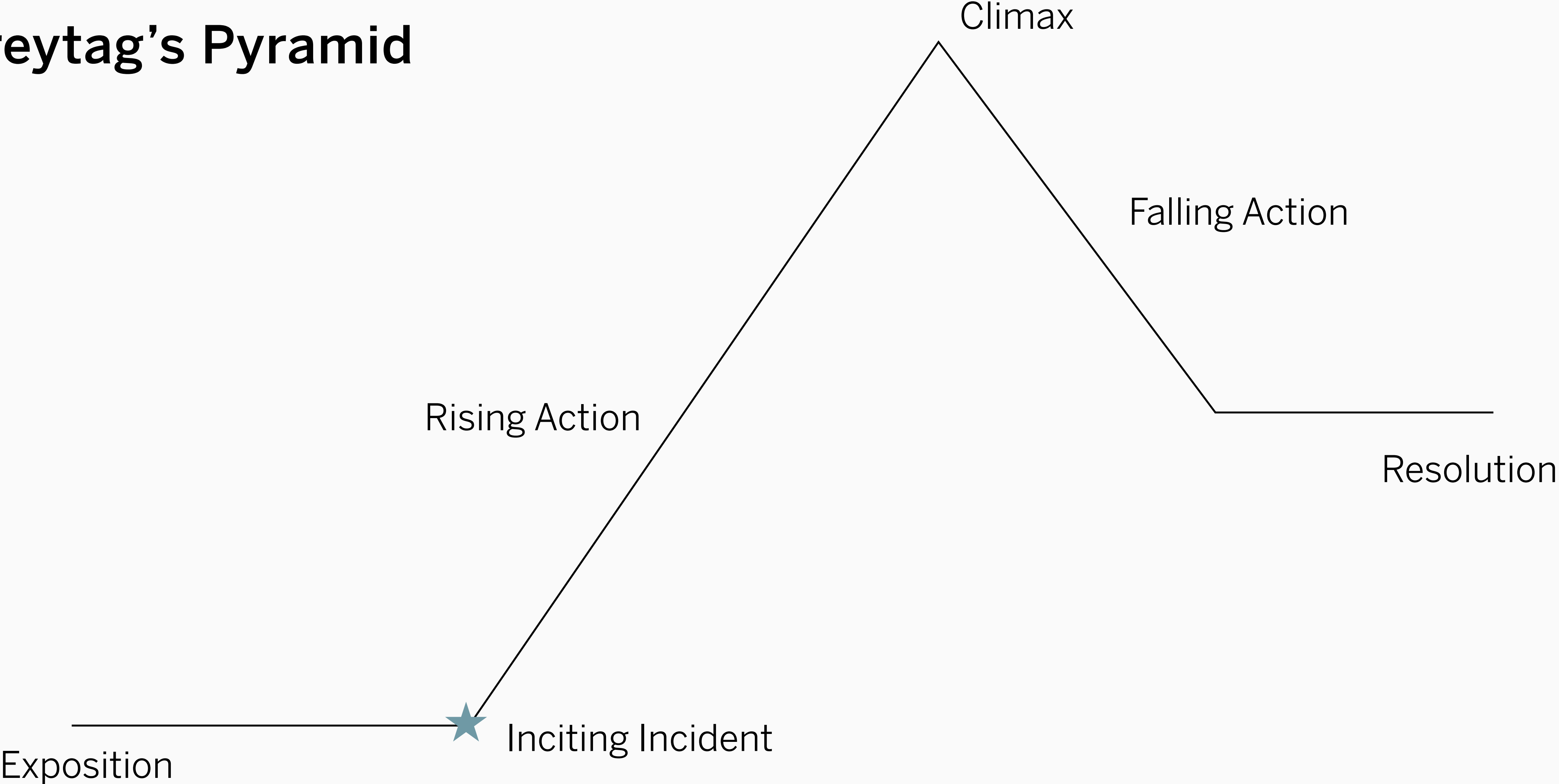
Create competency through mentorship and practice

# Key Concepts

- The Science of Connection
- Identify your Audience
- Simplify your Theme
- Introduce your Character
- Describe the Crisis
- Sketch the Journey & Resolution



# Freytag's Pyramid



A photograph of four men in a meeting room, standing and writing on whiteboards. The room has wood-paneled walls. The men are wearing casual business attire like button-down shirts and jeans. A semi-transparent white box with a quote is overlaid on the center of the image.

*“There was so much benefit from this training and it will be used across the board in my conversations...It fits right in with the new messaging and our commitment to being smart and innovative with all aspects of Tableau.”*

# Format

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1.5 days



25% lecture



75% interactive

A photograph of three people at a conference. On the left, a man in a red sweater looks down at a device. In the center, a man in a white shirt looks at a smartphone. On the right, a woman in a leopard print top smiles. All three are wearing name tags. A semi-transparent white box with text is overlaid on the left side of the image.

*“Far and away the best training  
I have been on at Tableau...  
Immediately I had 3-4 opps  
that I can apply this to, to  
reposition and reset the  
narrative.”*

# Resources

- [The Science of Storytelling: What Listening to a Story Does to Our Brains](#)
- [The Neuroscience in Building High Performance Trust Cultures](#)
- [Human Connections Start With A Friendly Touch](#)
- [Hacking Into Your Happy Chemicals: Dopamine, Serotonin, Endorphins and Oxytocin](#)
- [10 harmless mind tricks that make people like you](#)
- [The Irresistible Power of Storytelling as a Strategic Business Tool](#)

