

Speaker Storyboard Outline

“A speech designed without a heartbeat won’t have one!”

Action: *Listening | Sharing | Reflecting | Watching | Laughing | Moving*

Emotion: *Happy | Motivated | Serious | Excited | Informed | Empathic*



Time	'Puzzle Piece'	Descriptors	Point	Application	Dominant Action	Dominant Emotion
10/10	INTRO	2 claps	Increase energy in room		Moving / Laughing	Excited
		Keynote karaoke: "Don't Stop Believing"	Increase energy / audience engagement / set tone		Moving / Singing / Laughing	Happy
		#1 determinant of individual success is our beliefs / "my thinking was the problem until I discovered it was part of the solution." / "change the station"	Belief in ourselves is crucial / beliefs come from thoughts / thoughts are seeds	Awareness for the power of thoughts and thinking / self - motivated people produce business results / What thoughts do you allow to occupy your mind?	Listening	Informed / Empathic
		Growth Mindset vs Fixed Mindset	Growth mindset is principle of successful companies / 500 Fortune Companies / Kodak, Blockbuster, Sony / they refused to change / P.U.S.H. through	Growth mindset requires us to constantly adapt and learn and grow through failure / Do you have a growth mindset / ready to plant seeds of greatness?	Listening / Laughing	Informed
5/15	Menu	Menu image	My style of speaking/ Who am I to think I know what you're struggling with right now / You decide what you order today	It's not what you know; it's what you apply / leadership is about influence / transformation	Reflecting	Motivated

5/20	"SHOW UP"	Who could be somewhere else? / Look around / Check their pulse	We ALL could be somewhere else	But everyone made a choice ... to SHOW UP ... which is success /	Reflecting / Moving	Happy
		Quote: 80% of leadership	100% success is showing up	What happens if you don't show up?	Reflecting	Informed
		Roommate in college	He was brilliant but he never showed up & flunked out / I was NOT brilliant but I "showed up" (4.0)	Reinforcing the Power of Showing Up	Listening	Empathic
		High Five the person next to you for showing up	... just audience engagement		Moving / Laughing	Happy
Time	'Puzzle Piece'	Descriptors	Point	Application	Action	Emotion
5/25	HOW we show up	"Sign flipper"	Both showed up, but they showed up differently / Showing up matters but how we show up determine potential	Takes more than just showing up / Who would you follow? / Best way to be motivating is to be motivated	Listening / Watching	Motivated / Empathic
5/30	WHY we show up differentiates us	"3 bricklayers" Laying brick, Building wall Building Biltmore	They are a laying brick but each have a different understanding what bricks represent	Every brick matters / what are bricks you deal with?	Listening	Informed
		Metaphor for laying brick	Can't build a wall without the brick ... & we decide whether we lay a brick down or pick one up	What are we building here today? What do you build?	Reflecting	Serious / Empathic
10/40	Pike Place Fish Market	Set the scene - early 90's and profits down / fish market in Seattle surrounded by other fish markets	What was their product? FISH		Listening	Informed
		What did this struggling fish market do differently?	What was their product that differentiated them? EXPERIENCE they provided	How can we create the same experiences?	Reflecting	Serious

		How did this come to be?	#1 determinant of organizational success is people	How can the FISH philosophy relate?	Reflecting	Empathic
		FISH ... show up, show up differently, focus on new possibility	Setting the tone for envisioning new possibility	What new possibility can you envision?		
5 / 45	Envisioning New Possibility / Growth Mindset	Success Arrow	Success is in the "squiggles"	Proudest accomplishments are what we battle through	Reflecting	Informed
		JFK / Moon Landing	97% of the time we had to adapt	Success is adapting	Listening	Informed
		J.K. Rowling / Harry Potter	Success came from hitting rock bottom	Fail forward	Listening	Empathic
		Roger Bannister / 4-minute mile	If your dreams don't scare you ... They aren't big enough	What has someone told you could never be done?	Reflecting	Motivated
15/55	PRICE IS RIGHT	Price Is Right story	What I "envisioned" as a kid ... to meet Bob Barker on TPIR		Listening / Laughing	Happy / Motivated
		Price is Right video / prizes on stage	entertainment		Watching / Laughing	Excited / Empathic
		"Snyder Lives Dream ..."	"I lived a dream because I had one ..." / 2 type of dreams ...	What's your Price is Right? The Price is Always Right to live your dream!	Reflecting / Sharing	Empathic / Motivated
Time	'Puzzle Piece'	Descriptors	Point	Application	Action	Emotion
5/60	Close	Skydive / Follow the Leader	FEAR will try to get in your way of living your dream ... Feel the Fear / Jump out of comfort zone	What do you need to jump through to live your dream?	Moving	Excited / Happy
		Close	Recap	Believe BIG / Dream BIG / Have your pets spayed and neutered	Listening	Excited / Empathic

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