

“No matter how good your idea, you will succeed
only if you can convince others”



STRATEGY AND STORY MASTER CLASS

Fully reimbursable through the Commonwealth of
Massachusetts Workforce Training Fund Express Grant

with

CHUCK GOLDSTONE

instructor-story catalyst

An Indispensable Resource to Get Investors, Markets (and Anyone Else) to
Listen, Like You, Get It, and (Just Maybe) Do Exactly What You Want.

Chuck Goldstone
Strategies and Stories

An Extraordinary Opportunity

If you are a Massachusetts company and have at least one W-2 employee, you may be eligible to enroll in our internationally acclaimed *Strategy and Story Master Class and Accelerator* (A \$3000 Program)

Companies up to 100 employees. 100% Reimbursement

A Game-Changing Program. Now Expanded.

Our comprehensive, seven-week, nine-session master class and accelerator is now one of a select number of business development courses approved for 100% reimbursement through the **Workforce Training Fund Express Grant Program ***

Chuck Goldstone
Strategies and Stories



* Reimbursement is 100% for companies with 100 or fewer employees.

Successful companies have learned, **we are only as good as our story**. One that clearly tells those we need to reach who we are, but more important, **why they should listen and care**.



Communication drives everything we do, whether it's the story we tell ourselves as we develop our idea or the story we tell markets, investors, partners, or anyone else we need or may need us.

But it's is more than just about a pitch or a bullet-bedecked deck. It is about the **art-and-science of persuasion and influence**. Why people listen. How they make decisions. Identifying the right audiences, the right content and flow, and the strategy to reach them. With a story that is clear and simple. One that differentiates us from the rest of the noise. That awes. That is memorable. That drives stakeholders to action.

"If you wait until you think you need these tools, you have already wasted valuable time and opportunity."

A Personal Note from Chuck Goldstone



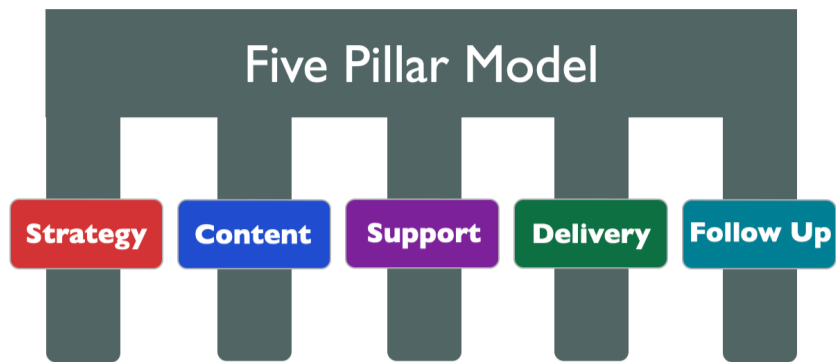
In my decades experience working with successful companies, I've seen no skill more valuable than telling others who we are and getting them to see our value to them. You need to be as good talking-about-what-you do as what-you-do. Those who do not, proceed at their own peril. You are being judged not only on your idea, but on how well you communicate it.

It is never too early to apply these strategies and craft your communication. Your message development must parallel your invention, because they continually affect each other.

Join me in a small group cohort celebrated by thousands before you to learn the skills that may well influence whether you succeed not.

Handwritten signature of Chuck Goldstone.

A Game-Changing Master Class



For over two decades, Chuck Goldstone's game-changing CORE STORY AND STRATEGY model has fueled successful initiatives for thousands of companies, from global giants including Pepsi, and Keurig to startups in nearly every sector and on nearly every continent.

This comprehensive training program, now offered as a nine-session Master Class and Accelerator provides **principles**, dozens of best **practices** (vetted by the most successful companies on the planet), and a step-by-step **process** with a guidebook to help you develop your Core Story and adapt it for nearly any audience.

The STRATEGY AND STORY MASTER CLASS is part **live, online interactive workshop** and part **individualized coaching session/consult**. In the group setting, you will learn techniques to develop and deliver action-driving narratives, whether for pitches, websites, mailings, or nearly any other communication, tackling them with more efficiency and less angst. Between sessions, you will work with a peer partner to review, get feedback and provide support.



In one-on-one sessions, you will meet individually with coach, story catalyst, and creative strategist Chuck Goldstone to extract a clear, simplified story and pitch. He will work alongside you, as both mentor and creative contributor, to **help you develop a powerful story and find your voice**. By the end of the Master Class, you will have **nearly everything you will need** to create a convincing narrative for nearly any occasion.



You will leave with **tools and techniques** of the most successful entrepreneur-presenters and with the **confidence** to put them to use. You will also leave having completed, under expert guidance, **at least one important presentation**.

A Comprehensive Nine Segment Accelerator

Delivered live, online over seven weeks. Recordings available for review or if a session missed.

1

The Power of Story and Strategies: The Route to Moving Audiences to Action

3.5 Hour Group Session On Line



- Why your story is your most powerful and vital asset to fuel innovation, funding, and business growth.
- Why current (and typical) entrepreneurial pitch coaching falls short.
- The art-and-science of decision-making and tools for persuasion: Why they say yes. Why they don't.
- Developing a consistent, accurate, audience-focused *Strategy* and ways to adapt it as you grow and pivot.
- Identifying stakeholders (the obvious and less-than), their needs, and the lens to see you through.
- Setting the right goals for each audience. Identifying *intent* to reach them and *content* to drive action.
- Techniques to create awe and move audiences to action.

2

Structure, Flow, and Construction of Your Core Story. Adapting It for Any Audience

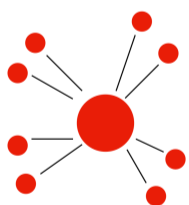
3.5 Hour Group Session On Line

Content



- The right content for the right audience: One size does not fit all.
- Identifying and articulating your Core Story.
- Developing concept and content for each major type of presentation you are likely to need.
- Step-by-step approach to concept development, brainstorming, outlining, and compelling narrative.
- Redefining the Elevator Pitch to fuel a follow-up meeting.
- Learning to make your story your audience's story. Engaging and aligning.
- Adapting your story (with only minimal effort) for nearly any audience.
- Knowing what to say (and what not to say). When. How. How much.
- Simplifying complex content.
- Avoiding the common and often fatal mistakes in developing story and presentation.

3



Breakout Session 1

2 Hour Peer Group Session On Line

4

Supporting Your Story with Visuals: The Art. Science. Psychology. Practice. Process

3.5 Hour Group Session On Line

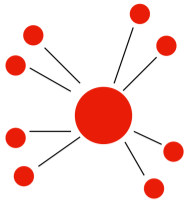
Support



Review of your strategy and outline. Then addressing topics that include:

- Why use visuals and other support.
- Increasing clarity and retention through visuals: Slides, Video, Demos, Simulation. Other useful media.
- Conveying information, image, and branding through your materials.
- Storyboarding: Mating the right visual with content to underscore, clarify, embed, navigate.
- Finding or designing the right template and maintaining consistency.
- Avoiding the common, annoying, and counterproductive pitfalls of PowerPoint and its ilk.
- A step-by-step guide to design and produce decks and other support materials.
- The half-dozen variants of decks and other materials that every presenter must have.

5



Breakout Session 2

2 Hour Peer Group Session On Line

6



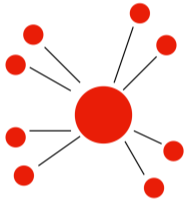
Delivering Your Message With Unflappable Confidence

3.5 Hour Group Session On Line

Review of your strategy, content, and visual blueprint, Then addressing topics that include:

- The types of presentation modes: Which to use. Which to avoid.
- Why pitch and business presentation are different from public speaking
- You as an audio and visual focus.
- Honing delivery skills to sound authentic, conversational conversational, confident.
- Why this is not like public speaking.
- Pre, during, and post presentation guidelines and checklists.
- Tools for confident delivery.
- The benefits and perils of demos. Tips for how to create impressive ones.
- Live vs online presentation: Characteristics. Advantages. Flukes.
- Mastering the vital Q and A: Why it is often far more important than your pitch itself.

7



Breakout Session 3

2 Hour Peer Group Session On Line

8



PitchLab™

4-5 Hours

You'll present, in a constructively critical, supportive, risk-free session, putting all you have learned to use. Unlike traditional pitch demos that focus primarily on your entrepreneurial venture, PitchLab™ reviews, dissects and critiques your entire presentation: content, flow, clarity, relevance, engagement value, image, and support materials, as well as your delivery style, confidence, and that elusive *je ne sais quoi*. You'll learn if what-you-intended-to-say is what-your-audience-heard. In short, whether they get-it and if they want to know more. PitchLab™ ferrets out both your strengths and areas that need to be beefed up prior to delivering prime time. You will get valuable feedback through self, peer, and professional critique. You will also discover a lot about your own presentation, not just by presenting, but through insights you enjoy by critiquing others.

9



Post-Class Follow-Up

2 Hours

You will meet again for a follow-up, debrief, and review of your story and future needs, how to use these tools to convey your message through pitches, emails, marketing materials, website, videos and the rest, and how to apply these tools and talents to continue to explore and grow your venture.

You'll Leave With

- A short-term and long-term Strategic Communication Plan.
- A vetted, reviewed, simplified Core Story and the tool to adapt it for nearly any audience.
- A foundation for your branding and consistent, relevant look-and-feel for your venture.
- At least one fully fleshed out presentation with accompany deck or materials.
- A descriptive, focused, non-technical, non-vague, non-hackneyed tag line.
- Best Practices used by the most successful emerging and established ventures.
- A network of peer and professional support.
- Follow-up materials.
- Access to resources, experts, through Chuck's Global Entrepreneurial Roundtable.
- On-going support, gentle encouragement, and tough love.

Testimonials

"The most valuable business workshop I have ever attended."

Deborah Bradley CEO Boston SEO Geeks

"Every startup founder and team member participating in an accelerator program should be required to take Chuck's training."

Howie Hecht Serial Entrepreneur and Angel Investor

"For those who say, 'I can't think about this until I get funding,' think again. Presenting the right story is precisely what you need to GET funding."

Seth Bauer Advisor and Mentor

"I kick myself for not doing this sooner."

Larry Grumer Founder Energy Harvesters'

"If it means changing your schedule to attend, do it."

Ernest Lara Catalyst Europe at MIT linQ Barcelona

"Chuck, you made me a rock star."

Jerrold Shapiro CEO Floelle

"Startups come away better prepared to interact with investors...to close-the-sale..."

Adam de Sola Pool Angel Investor

"I've worked with Chuck for two decades. He has the uncanny ability to sift through discussions and create a compelling story."

Steve Milovich Former SR VP. The Walt Disney Company

Process for Enrollment



= ~~\$3000~~

**REIMBURSED
100%**

Eligibility Requirements

- Your company must be located in Massachusetts and have at least one W-2 employee, whether full time or part time.
- Your company must have 100 or fewer employees
- You must apply at least 21 before the start of the class.
- You must obtain a *Certificate of Good Standing* from the Massachusetts Department of Revenue issued within the past six months. You may apply for the COGS through your *MassTaxConnect* account.

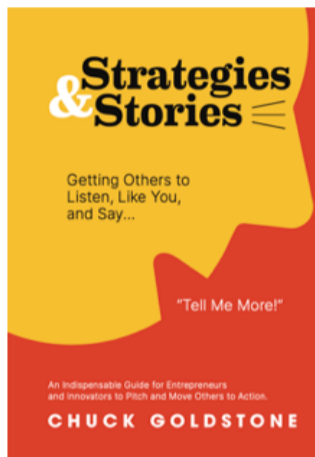
Application Process

- Have all of your information available before you apply, including COGS, your companies tax ID number, and the following course information:
 - Course name: *Strategies and Stories Master Class*
 - Training Pro Course number: 1140884. Course ID C-6332
 - Training provider: *Chuck Goldstone Strategies ands Stories, LLC*
 - Start and end Dates: Following are cohort start dates (with classes during the following seven weeks. May 6, June 11. July 23. August 13. Select one. **(Contact us via email chuck@chuckgoldstone.com if you have questions) or if you have applied through the Commonwealth's program**
- Go to the *Workforce Training Fund Express Grant* application page.
<https://commcorp.org/subprogram/wtfp-express-program-for-applicants>
Scroll down to Start the Application
- Click on DIRECTORY. In the SEARCH, Course ID is C-6332 and Training Pro ID 1140884
- **Notify us by email after your apply.** Once approved (about 21 days later), you contact us again for updated schedule. www.chuckgoldstone.com.
- You will pay for the course. Once you complete the course, the *Express Grant* will reimburse you.

If you have any problems or questions enrolling, contact us.



You will find a very useful video at the bottom on the application page.



Program also includes a copy of Chuck Goldstone's recent book plus its companion workbook.

About Chuck Goldstone



Chuck Goldstone has been teaching effective messaging for over thirty years. He was founder and CEO of a number of successful communication firms including !deaworks!/!deaCorporation of America, Comm-In-Law, the New Venture Institute, Chuck Goldstone | Strategies and Stories, and Chuck's Global Roundtable. He is an author and was a nationally aired radio broadcaster and commentator on public radio's Marketplace and on CBS Radio. He has mentored and coached new ventures globally and his model has been adopted by major corporations, colleges and universities, and thousands of startups. He is author of Strategies and Stories: Getting Others to Listen, Like You, and Say "Tell Me More!" An Indispensable Guide for Entrepreneurs and Innovations to Move Others to Action. More information on LinkedIn or at www.chuckgoldstone.com

**Questions or For More Information
(or if you need help filling out the application)**

chuck@chuckgoldstone.com

Chuck Goldstone
Strategies and Stories