



Storytelling in a Corporate World

**Presentations on Using Storytelling to
Transform Business, Brands and People**

Bill Baker, Principal
[BB&Co Strategic Storytelling](#)





Storytelling is in our nature. It is the way we most readily engage with each other to describe experiences, convey feelings and share visions of the future that have yet to unfold. In this regard, storytelling is not only our most familiar craft, it is also our most effective communications technology, and it has been used by leaders throughout history to connect people to an idea and each other and ultimately, compel them to act on those connections. **Given its historically proven power, more and more corporate leaders are starting to recognize the place this timeless art of humanity has in the often overly-pragmatic world of business.**

Leaders of companies and organizations worldwide have engaged Bill Baker, the founder and principal of [BB&Co Strategic Storytelling](#), to help them harness the power of storytelling and use it to transform their brands, business and people. An accomplished and sought-after keynote speaker, Bill provides senior leaders with new ways of thinking about old challenges, such as a tired brand, lackluster business performance and disengaged employees or consumers.

Bill is an engaging speaker who incorporates relevant marketplace examples, media and humorous stories into his presentations to illustrate how companies can benefit from discovering and embracing the one true story of their brands. Entertaining and enlightening, Bill speaks frequently at all levels (local, national and international) at a wide variety of conferences and gatherings.

“Bill Baker has been a regular speaker at our annual Congress, which unites the 500 international members of Relais & Châteaux together in the spirit, vision and ideals of our Association. He adeptly tailors our brand values and strategic messages into his speeches to convince and inspire our diverse membership to not only buy-into the various goals of the Association, but also to genuinely believe in their individual role in carrying them out. Believable, inspirational, personal, savvy, actionable: these are the results we can count on each time Bill addresses our Association.”

Jacques-Olivier Chauvin, CEO
Relais & Châteaux



Previous speaking engagements include:

- Relais & Châteaux's International Congress (Cape Town, Biarritz, Vienna, Washington DC and Monaco)
- NBC Sports Winter Olympics Interns (Vancouver, British Columbia)
- Travel Alberta Conference (Banff, Alberta)
- GE's Annual Sales Meeting (Toronto, Ontario)
- International Council of Shopping Centers (Kananaskis, Alberta)
- Canadian Sponsorship Forum (Québec City, Québec and Whistler, British Columbia)
- Canadian Coaching Association Annual Conference (Vancouver, British Columbia)
- American Marketing Association, BC Chapter (Vancouver, British Columbia)
- Master Innholder's Conference (London, England)
- NBC Universal (Fort Lauderdale, Florida)
- Canadian Public Policy Forum (Toronto, Ontario)

"To call Bill Baker a 'speaker' would be a profound understatement. He is the closest someone can get to being a living, multimedia joyride. Speaking from a foundation of incredible expertise and insight, his clarity, wit, passion, and appeal transform his presentations into a true experience. If you want your audience to understand what it's like to spend an hour not being able to take a breath, for fear of missing an information nuance, secure Bill for your agenda."

Mark Harrison, Organizer and Founder
The Canadian Sponsorship Forum

Standard feature presentations run 45 minutes, including Q&A, and talks can be made longer or shorter depending on the circumstances. Presentation topics include:

1. **The Magic and Logic of Strategic Storytelling** – Storytelling touches people in ways the typical mission statement or ad campaign can't. In this presentation, the fundamentals of strategic storytelling are combined with insights on how leaders can leverage this timeless craft to transform brands, businesses and workforce.
2. **Building Brand Equity One Story at a Time** – The traditional "push" model of branding is being replaced by more organic, grassroots interactions that "pull" people into brands. This presentation explains how strategic storytelling capitalizes on recent shifts in the media landscape, especially the rise of social media.
3. **Leadership Through Storytelling** – The capacity to convey a strategic vision of the future and pull others into it is central to an individual's capacity to lead. This presentation demonstrates how storytelling can strengthen a leader's communications as well as his or her ability to generate understanding, commitment and action.

The remainder of this packet provides further details on Bill's three feature presentations as well as links to clips of Bill speaking and a full biography. If you would like further information on Bill's presentations or would like to invite him to speak at your event, contact:

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Feature Presentations

While the key messages of these three feature presentations serve as enduring cornerstones, Bill always uses relevant and timely marketplace examples to illustrate his points. These examples are chosen based on the focus of your gathering and the make-up of your audience. Bill is also happy to work directly with your group to create a fully customized presentation to meet your unique needs. A detailed description of each presentation appears below.

ONE – The Magic and Logic of Strategic Storytelling

Every day, at work and at home, we are bombarded with hundreds upon thousands of messages. Not surprisingly, few of these messages actually resonate with us, and fewer still touch us in a way that alters the way we talk, think or act. This is because, while there is certainly an abundance of messages out there, there is not a lot of meaning behind them – meaning that makes your message real for the employees and consumers you’re trying to reach. Storytelling brings meaning to messages, helping connect the logic of where we need to go with the magic of why we want to go there in the first place.



In this keynote presentation, Bill will outline the fundamentals of strategic storytelling, providing insight on how leaders can leverage this timeless craft to transform their brands, business and workforce. He will present a three-step approach that shows how storytelling can help leaders set a compelling vision for the future and align, inspire and unlock the human energy needed to make that vision real. As he goes through this approach, Bill will also convey both the characteristics of great stories and the qualities of effective storytelling. Bill will emphasize that, while the impact of this work ultimately stretches out into the marketplace, it starts internally first, as leaders use storytelling to engage and focus their employees, building a profound sense of corporate unity and collective sense of purpose in the process.

Of the three presentations Bill gives, this is the broadest and is therefore relevant to a wide and varied audience, including corporate executives, branders, marketers and those responsible for human resources.

TWO – Building Brand Equity One Story at a Time

It’s a crowded world out there, and brands have a tougher time than ever of breaking through and connecting with people in meaningful and lasting ways. Exacerbating the situation is the increasingly fickle nature of consumers and the diminishing attention spans fostered by the “speed-dating” aspects of some social media. Branding, marketing and communications still have a high degree of targeting involved, but it’s harder than ever to hit that target, especially when it’s always moving.



In this keynote presentation, Bill will discuss how the traditional, top-down, “push” model of branding is rapidly becoming a thing of the past, replaced by more organic, intuitive interactions that “pull” people into their brands. Bill will also explain that while the channels through which we create, find and absorb brand messages are changing, basic human nature remains the same. Storytelling, when properly practiced, can help branders and marketers tap into that human nature and do so in a way that takes advantage of the changing media landscape, especially the rise of social media. After briefly touching upon the historical power of storytelling to connect and motivate people, Bill will provide the audience with five lessons they can apply to attract people to their brand, connecting them to its higher sense of purpose and each other in the process.

While this presentation will appeal to a broad audience, it will be most relevant to anyone involved in branding, marketing and communications.

“Bill’s presentation at the 2010 Travel Alberta Industry Conference was a huge hit! He was masterful at connecting with the audience and he was able to make the art of brand building through storytelling something everyone could relate to by breaking it down into manageable steps and offering relevant examples. His session created a lot of buzz – just what you want when you’re organizing an event for 600+ tourism operators who are exposed to many top notch speakers.”

Marty Eberth, Organizer
Travel Alberta Industry Conference

THREE – Leadership Through Storytelling

Change is a part of life, and nowhere is that more true than in the world of brands and business. As the world changes around us, we need to change with it or risk becoming immaterial and obsolete. As commonplace as change is, it remains an intimidating, daunting thing for most people, even leaders. So we avoid it, even though we know we shouldn’t, even though we know we can’t. As leaders, we need to tackle change head-on and motivate others to do the same. For as General Eric Shinseki once said, “If you don’t like change, you’ll like irrelevance even less.”

In this feature presentation, Bill will introduce storytelling as an effective leadership tool, explaining how it can be used to strengthen a leader’s communications, and in doing so, strengthen his or her ability to create cohesive understanding, commitment and action. Bill will explain why storytelling works so well with people, looking at it from a scientific perspective. He will also look at it from a historical perspective, sharing examples of how great leaders in history and business have used storytelling to connect people to ideas, to others and to a vision of the future that is achievable and worth achieving. Finally, Bill will provide some insight into the characteristics that define great storytellers, even tackling tough topics such as “Great storytellers do not hide behind PowerPoint.”

This presentation will be relevant to anyone who is in a position in which they have to lead, persuade or influence people. In this regard, it is appropriate for senior managers, but is also effective for sales people.



Examples of Bill's Speeches

If you would like to get a sense for Bill's presentation style and technique, click on any of the links below to view videos of him on stage.

- [2010 Relais & Châteaux Congress, Cape Town](#) (Scroll down on this page until you see the title "Activer Notre Tribu – Bill Baker et Jacques-Olivier Chauvin," then click on the video screen below that title.)
- [2010 Canadian Sponsorship Forum, Whistler](#) (Please note that the video is slightly off for the first four seconds.)
- [2009 Relais & Châteaux Congress, Biarritz](#)
- [2009 Canadian Coaching Association Conference, Vancouver](#)

For more information about Bill Baker and BB&Co Strategic Storytelling, please visit our [website](#).

Thank you for your time and consideration.



About Bill Baker

For over ten years, Bill Baker has been helping corporate leaders bring about focused strategic change across their brands and organizations, using the timeless power of storytelling to do so. More specifically, Bill and his team use story to not only set a strategic vision for a brand, but also to align, inspire and unlock the human energy needed to make that vision real. While the stories that Bill helps his clients uncover shape external brand positioning, communications and marketing, they also reach inward, pulling employees and other stakeholders in, turning them into committed and passionate wonder workers in the process. Bill and his team also guide and counsel clients as they start to transfer the concepts and ideas of their strategic stories into action, helping them “become” the story they envisioned for their brand, their business and their people.

A U.S. transplant, Bill has spent the last twelve years living and working in beautiful Vancouver, British Columbia. Before founding BB&Co Strategic Storytelling, Bill was the Chief Strategic Officer of Envisioning + Storytelling (E+S). Bill has worked with clients all over the world, including GE, Relais & Châteaux, Johnson & Johnson, Dubai Holdings, Intrawest Corp, Coca-Cola, Travel Alberta, the Toronto International Film Festival, the Canadian Centre for Ethics in Sports and the University of British Columbia, as well as various non-profit organizations. Prior to joining E+S, Bill was part of the Global Planning Group of DDB Worldwide, where he helped redefine and deploy the suite of strategic planning tools used across DDB’s 205 offices. The first 10 years of Bill’s career were spent in New York City working with multinational agencies like Saatchi & Saatchi and Grey on clients such as Procter & Gamble, Delta Air Lines and Nabisco. Bill is a regular presence on the public speaking circuit and also provides coaching to corporate leaders and managers, helping them use storytelling to be better communicators and leaders.

Bill is a magna cum laude graduate of Bowdoin College and attended both the Sorbonne in Paris and Albert Ludwigs Universität in Freiburg, Germany. When he’s not absorbed in work, Bill spends his time doing cliché Vancouver things like skiing and rooting for the Canucks, in addition to playing his piano. Bill is also involved with Streethome, an organization dedicated to ending homelessness.

