



Elevate your Impact & Influence

Transactional Storytelling

The Transactional Storytelling programs give participants the tools to discover, develop, and deliver stories that captivate and inspire. Through a proven system and strategy, attendees learn how to refine their storytelling until it feels natural, effortless, and impactful. With this mastery, they'll influence more effectively, connect more deeply, and accelerate their value and success.

What Can You Expect?

Motivate Behavior, Generate Sales & Cultivate Relationships

Most people think client relations, presenting, and selling are about sharing information. In reality, the real objective is deeper: to connect with your audience so they believe, accept, and act on what you present. That's where storytelling becomes your greatest tool.

In these programs, participants will discover how to transform everyday communication into compelling stories that motivates action. Using Mike's proprietary system—The Story Cadence—attendees will learn a simple, proven framework that makes storytelling natural, repeatable, and highly effective in any business setting.

Every participant will also have access to a hands-on workbook designed to capture new strategies, focus their storytelling len, and develop stories that move people to action.

Transactional Storytelling empowers your team to close more deals, strengthen client trust, and accelerate decision-making. Just as importantly, it equips your leadership team with the ability to cast vision, align teams, and inspire follower-ship. By mastering this skill, participants won't just communicate more clearly —they'll generate measurable business results and foster a culture of authentic, influential leadership.



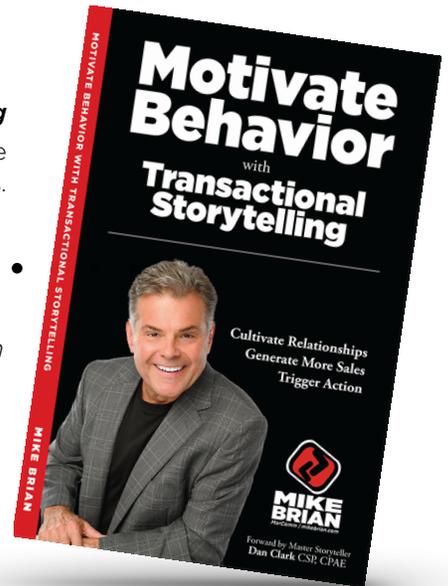
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Why Mike?

Author of *Transactional Storytelling*

A tactical guide to mastering the storytelling craft for business success.



Mike Brian, known as 'The Story Guy,' is the author of *Motivate Behavior with Transactional Storytelling*. This book documents his proprietary "3D Story Cadence System." With decades of experience leading a full-service advertising agency and delivering hundreds of programs, Mike is a subject matter expert on how stories drive motivation, connection, and results. The same proven framework from the book powers his live programs—giving audiences practical tools they can implement immediately.

His career began in 1989 with an overhead projector and 35mm slides. Even then, he understood something essential: technology evolves, but storytelling endures.

A Marketing and Advertising graduate of Weber State University, Mike quickly learned the business impact of great communication. In his first marketing role, he helped grow a regional travel agency 20% year over year—discovering that when you practice the right things, presentations don't just inform... they drive growth.

After ten successful years as an entrepreneur, he merged his multimedia company with Penna Powers, a respected full-service advertising and communications agency serving brands across the West for more than 40 years. Rising to CEO, Mike led strategy, strengthened brands, and helped hundreds of companies—and thousands of executives—connect more deeply with their audiences through what he calls transactional storytelling: stories designed not just to inspire, but to motivate people to action.

Today, Mike brings executive leadership, entrepreneurial experience, and agency-tested strategy to every stage and boardroom.

Program Overview

Attendees will learn the structure and techniques of storytelling as well as receive proprietary tools and delivery techniques to connect with their audience. The 3D learning objectives include:

Discover - Learn how to find your stories and the science behind why storytelling is so powerful in building relationships. Discover how to use compelling stories to communicate messages with more meaningful impact.

Develop - Learn how to engineer your stories into behavior changing tools that can increase sales and motivate people to greatness.

Deliver - Attendees learn how and when to deliver their stories using Mike's 'Cadence System' – a rhythm based system that will make every story more compelling.

