

SALES PITCH
Goal Setting



Business Storytel

Dalibor Kubala

Goal Setting

Business Storytelling

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Business Storytelling

Introduction

Please give me a short introduction
of your project / goal

EVERYBODY in the group

Time limit (till 2 min) please

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Introduction

Who I am? Dalibor Kubala
Author, Publisher, Storyteller,

I love to:

- create mental pictures to sell my products.
- write stories like screenplay plots.

I live from:

- programming websites
- Marketing automation expert

reference: www.neom.training

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AGENDA

AGENDA

Introduction: 18:00 – 18:30 PM

Main Part with creativity exercises
18:30 – 19.15 PM
(paper & pen)

19:15 – 20 PM presentations

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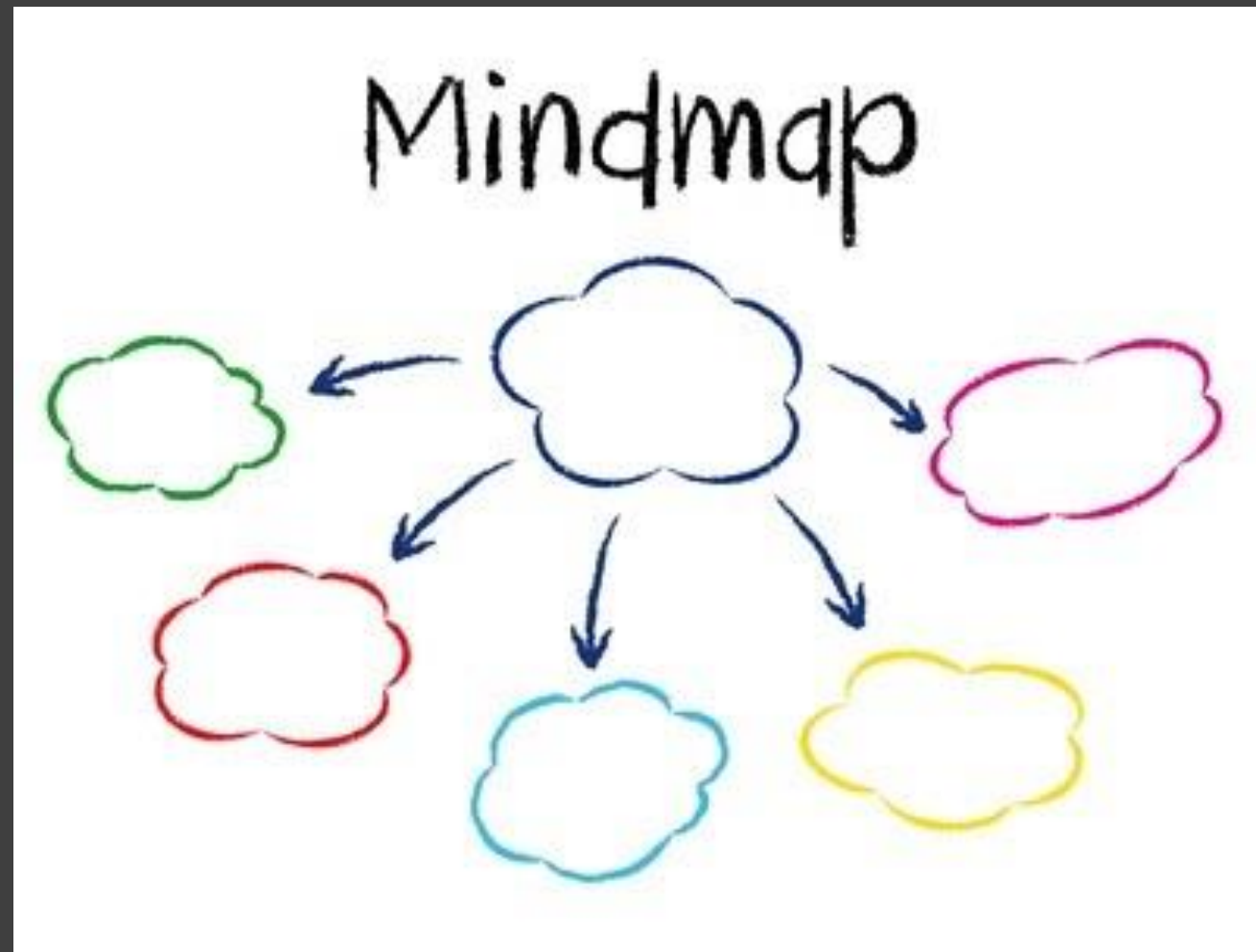


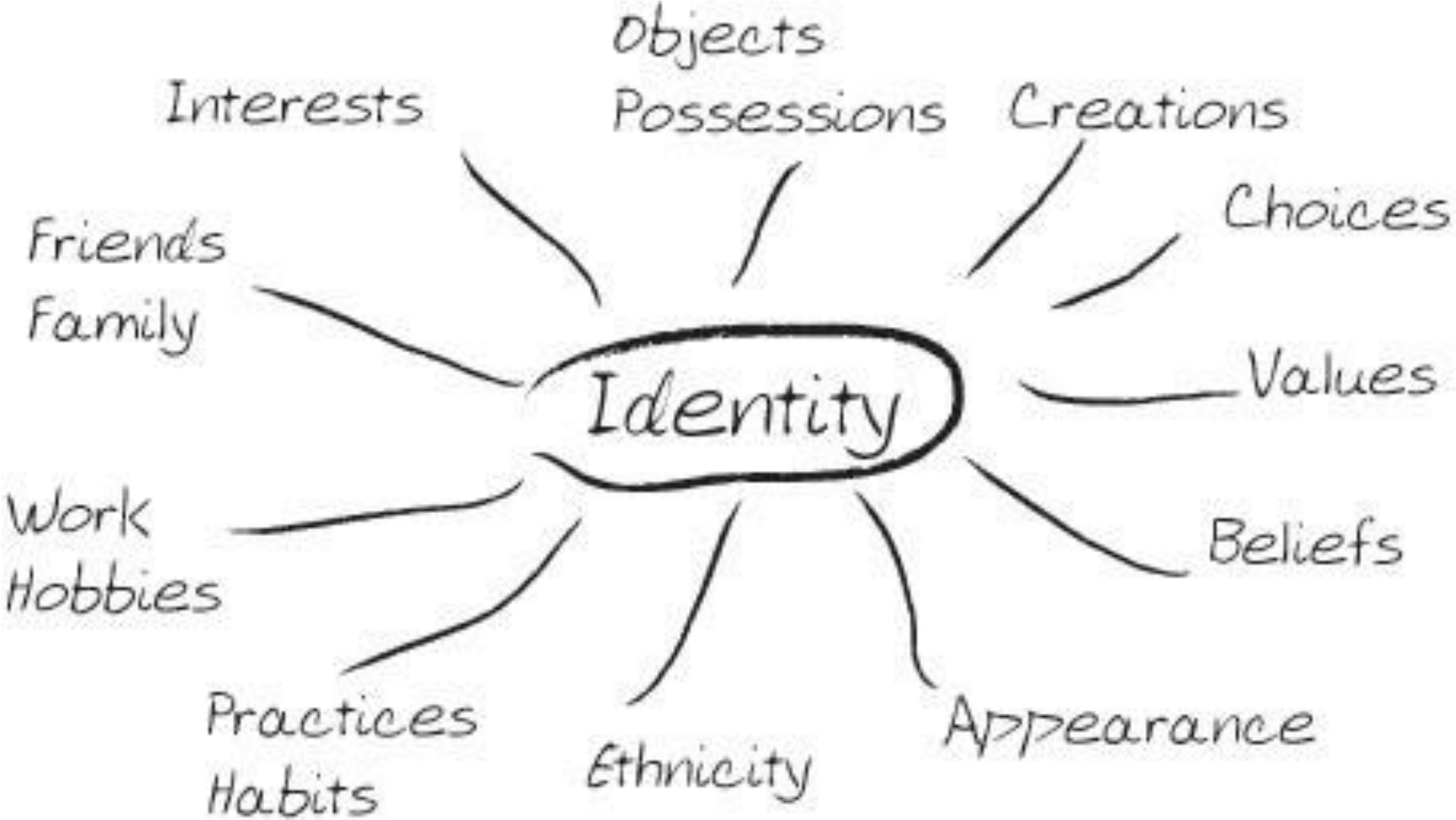
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Mind mapping

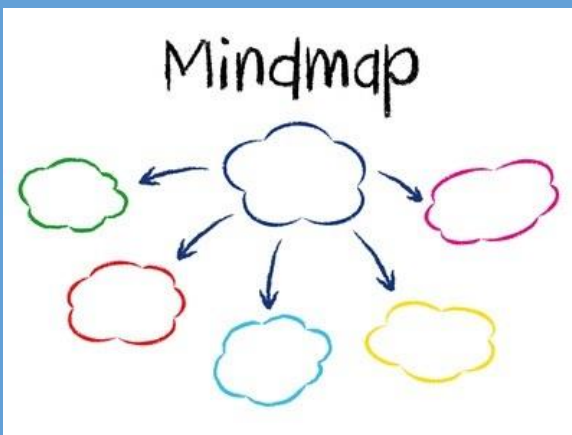
Mind mapping

Simple mind map: 5 min





Why mind mapping?



Mind Mapping:



Why? Story cubes – random pictures – your mental pictures associated with story cubes pictures



We would like to reach the different level of understanding... Like switch off directly to our creative writing level where you are writing directly what comes to your mind without any restrictions.



Use this pictures (from story cubes) to create metaphors in your projects. That makes your project stories more interesting.

Multiple Mind mapping – more pictures

- What are your mental pictures connected with these pictures?
- Write it down as a short story – 5 min
- (not as a mind map)
- Try to use that pictures in your FREE writing exercise
- When impossible - than write a truly random story
- **GOOD LUCK!**



Metaphor

A **metaphor** is a comparison between two different things without using “like” or “as.”

Example

All the world is a stage



Metaphors,
Alliterations &
Personification



Alliteration

- Repeating the same sound at the beginning of two or more words in the same sentence.
- Examples:
 - Sing a song of sixpence...
 - She sells sea shells by the sea shore.
 - The **s**illy **s**tudent went **s**wimming in the **s**limy **s**wamp.
 - The **b**uzzing **b**ee **b**elieved in **b**ecoming **b**etter than those who came **b**efore him.
 - It **d**awned on the **d**ying **d**onkey that he was laying on his **d**eath bed.
 - “I have **s**tood **s**till and **s**topped the **s**ound of feet”



Metaphors,
Aliterations &
Personification

Examples

- ▶ In our daily life, we notice alliteration in the names of different companies. It makes the name of a company catchy and easy to memorize. Here are several common alliteration examples.
- ▶ Dunkin' Donuts
- ▶ PayPal
- ▶ Best Buy
- ▶ Coca-Cola
- ▶ Life Lock
- ▶ Park Place
- ▶ American Apparel
- ▶ American Airlines



Metaphors,
Alliterations &
Personification

Personification

More examples:

The car **danced** across the icy road.

The **angry** clouds **marched** across the sky.

The stars in the clear night sky **winked** at me.

The tulips **nodded their heads** in the breeze.



Metaphors,
Aliterations &
Personification

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Business Storytelling

Add Metaphors to your Project
wording – to make your project
more interesting

9 cubes + your project idea

Mind mapping project/goal related

Up to 20 min



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RESULTS

Your project/goal pitch Results



MIND MAP

A mind map is a diagram used to visually organize information. A mind map is hierarchical and shows relationships among pieces of the whole



Any questions & recommendations?

- Email: kubala@neom.training
- Or click to the link below:
- <https://www.neom.training/kontakt/>



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Thank you for
participating

Presentation

Download LINK

<https://www.neom.training/sales-pitch-and-goal-setting-workshop/>