

CONFERENCE SESSION · HALF-DAY · FULL-DAY

The Skill Nobody Teaches IT.

Storytelling as a Learnable Discipline for Technical Leaders.

Your technical teams solve hard problems every day. But in the age of AI, making the case matters more than ever — and most of them struggle to do it. The problem was never the strategy. It was never charisma. It was that nobody ever taught them HOW to build a narrative.

"Storytelling is now the most valuable skill in tech."

Scott Galloway, April 2026

FORMAT OPTIONS

Conference Session or Lunch & Learn

1 hour

- Framework reveal with one live exercise.
- Participants leave with the four-block model and a skeletal frame of their narrative.
- Best for all-hands, conferences, or leadership programs.

Half-Day Intensive

3–4 hours

- Full framework, audience mapping, and team-based exercises on a real initiative.
- Groups build narratives together and present drafts for live coaching.
- Includes slide architecture fundamentals.

Full-Day Immersion

Two half-day sessions

- Everything in the intensive, plus delivery coaching, slide development, and visual concepting.
- Teams present polished narratives across multiple contexts.
- Ongoing coaching options available.

WHAT PARTICIPANTS ARE SAYING

"For anyone who's ever rushed through a presentation trying to prove they know everything, this session was a reset."

Hansa Narang

Sr. Product Manager, Walden University

"Your session helped me see how to actually use the WHY as a bridge. People don't need more data — they need a reason to act."

Feifei Li

Data Science Student

"I can't wait to try making my audience THE HERO at my next meeting!"

Adrika Dasgupta

Systems Analyst, Cigna



Meredith Clause

Strategic Narrative Partner to CIOs & Technology Leaders

- 25+ years in enterprise strategy & narrative
- Narrative partner to Estée Lauder Global IT
- Former CMO; leadership at Best Buy & Geek Squad
- Closing Keynote, ElevateIT 2026 (600 Dir+ attendees)
- Featured Speaker, Minnebar 2026 (standing room only)
- \$250M+ raised across startup narratives

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