Christa Chambers-Price Provider Summary

Your Competitive Advantage Discovery Intensive

We will explore your personal and company brand's why to determine what it is you're really selling and build Part 1 of the story that defines who you are why you're the one to lead.

Outcomes: Receipt of the Business Storytelling Planner, Phase 1 materials which includes The Business Storytelling Canvas.

Week 2: The X Factor – A Fundraising and Investor Strategy Intensive

Understand how to leverage the brand's narrative to create that 'clicking moment': the moment that happens between an investor and a founder that plays into an investment decision. We will build Part 2 of the brand's story that includes elements of the business model and the market opportunity.

Outcomes: Receipt of Phase 2 materials including the Sales Pitch Narrative Canvas, completion of Part 2 of the narrative

Week 3: Presentation, Debate and Storytelling Skills Intensive

Learn the critical skills for knowing how to own whatever room you're in and defending the vision for your company's brand. This hand-on session you will learn about stage presence, debate, delivery and tips for managing the natural stresses that occurs when delivering presentations. We will complete the final narrative together and work on perfecting delivery. You will also be videotaped telling 1-2 versions of your narrative which will be submitted to a small beta group for feedback.

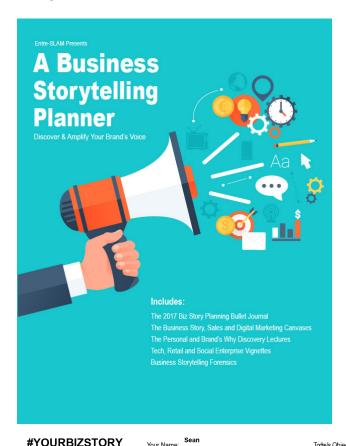
Outcomes: Receipt of Phase 3 materials including the Presentation Prep Canvas, completion of Part 3 of your narrative.

Week 4: Center Stage - Putting it All Together

After we make adjustments to the narratives based on feedback received, then we'll practice the narratives again over the phone. Each company will then have 15-20 minutes to have their narratives professional recorded.

Outcomes: Receipt of 1-2 minute professional video.

Sample of Materials



Your Name: Sean Help tech queasy clients feel comfortable Today's Date: 12/05/14 Today's Objective: What Do You Do? What is Your Current Story? HINT: When you go on automatic pilot or are under duress, what comes out first? What do I do? I . manage mysql databases, & windows and MAC servers 'm a network and systems administrator I help maintain the networks and databases for organizations as a certified DBA. CHALLENGE Story Anchor #1 What are You REALLY Selling? A Storytelling Matrix Tangible Benefits Intangible Benefits Revenue losses are kept to a minimum while knowledge increas Security, peace of mind Collaboration 0 experienced Availability a robust network of other programme to help with troubleshooting Improved confidence with how problems are approached Dedication 4 Accountability Resourcefulness Encourage honest conversation about technology
 Help educate the existing team to do their jobs better CHALLENGE
Story Anchor #2 What is the Experience? Troubleshooting If something happens with the network or the database, the company multi-facted doesn't have to worry because they know I'm on it. Reduced disruption and downtime CHALLENGE Story Anchor #3 Target Persona #1 Character #2 R Character #3 Your Customer Profiles Female director: 60+ Male, CEO and he's working like crazy Female, department director and determined she's a tad burned out in her position and even more skeptical of all of the to keep market share in a shrinking market. He's made investments in the Current Male administrator: 30-60 TBD tech changes that are happening past and he wants to minimize losses. Male CEO: 50-70 Their No. 1 Motivation Is: Keep the business going Hi, I'm Sean, I'm a certified Their No. 1 Motivation Is: Justify the tech investment database admin and I make tech support easy, Why are You THE ONE? ៝ Your Past The Promise 👸 Your Present especially, on those days when everything about it l don't quit. Whether it's 10am or Right now, I workwith small teams To make tech easy and accessible for One night I got a frantic call at 3AM on 2am, I'm not quitting until your needs are taken care of. Christmas Eve. The entire network was who are notoriously behind a bit those who fear technology seems scary and Christmas Eve. The entire network was down effecting over 47,000 customers. I was 3,000 miles away and the local tech guy was out partying. The manager was practically incosolable. I went to work and by 6AM the problem was fixed. with technology. I spend a lot of time reassuring the clients that their overwhelming. concerns are taken care of in a I AM the guy you call at 3AM. timely basis.

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Meet The Team

Christa Chambers-Price

Christa Chambers-Price is the founder of Entre-SLAM, a business storytelling and marketing company. She is a U.S. Military Intelligence Army veteran and a former FBI Analyst. For 20 years she has worked with companies from startups to Fortune 500 to help them discover and build compelling narratives for sales, social media and digital marketing campaigns. Christa is also the host of Entre-SLAM, a business storytelling competition that has hosted over 1,000 attendees and has been instrumental in bringing the diverse stories of 'up and coming' innovation leaders up front and on center stage.