

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

Entre-SLAM Presents

A Business Storytelling Planner

Discover & Amplify Your Brand's Voice

Includes:

- The 2017 Biz Story Planning Bullet Journal
- The Business Story, Sales and Digital Marketing Canvases
- The Personal and Brand's Why Discovery Lectures
- Tech, Retail and Social Enterprise Vignettes
- Business Storytelling Forensics

#YOURBIZSTORY

Your Name: Sean

Today's Objective: Help tech queasy clients feel comfortable

Today's Date: 12/05/14

ver. 00102014

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

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.