

Bewitched, Bothered & Bewildered: How to Make Your Message “Stick”

Give thee the spirit of persuasion, so that what thou speakest may move, and what he hears may be believed.

Sir John Falstaff – *Henry IV Part 1*

The amount of information available in our society has grown exponentially, leaving many of us overwhelmed by its quantity and underwhelmed with its usefulness. In this chaos, we are all skirmishing for “shelf space” in the marketplace of ideas. Why do some messages resonate and “stick” with us, while others quickly vanish into the abyss? Why are people who are charming, witty, even captivating, become anything but that when shrinking into “presentation mode”? How can techniques like storytelling, thematic structure, and improvisation be integrated to create a compelling narrative for people and their ideas?

Based partly on the work of the bestselling authors of the bestselling book, *Made To Stick*, along with your presenter’s diverse experience in law, executive leadership, academia, and the arts, audiences will:

- Discover the six elements crucial to getting their message heard and acted upon;
- Learn the art of persuasive contrast by drawing distinctions between “what is” and “what could be”;
- Liberate themselves to integrate individual talents and passions into a compelling presentation;
- Employ the kinds of dramatic storytelling and striking visuals found in film and theatrical productions;
- Connect seemingly disparate elements to create curiosity, draw analogies, and generate emotion; and
- Apply practice and performance techniques used by professionals ranging from sports to theater to music.

Having the skill to communicate ideas that connect and resonate has never been more important, whether to an audience of 1 or 100. This unique program draws on the success of the best verbal and artistic communicators to offer a transformative approach for professionals on how to present themselves, their organizations, and their ideas. Thought-provoking, authoritative, and highly interactive, attendees can be certain that this session will be “Anything But Obvious” ... and the presentation “Anything But Dull.”



Stephen Pappaterra, Esq. has a diverse background as an attorney, executive, performance coach, professor, and professional drummer. He is Co-Founder and President of Syncopate Creative, LLC, a coaching and consulting firm that provides creative direction on presentations, positioning, and performance. In addition, he serves as a member of The Oechsli Institute helping financial advisors grow their businesses. Steve spent 14 years as National Director of Wealth Planning for PNC Wealth Management, where he led a team of 80+ attorneys, CPAs, and certified financial planners. He has lectured and published widely in professional journals, and has been interviewed numerous times for major media outlets.

Steve received his B.A. and J.D. from Rutgers University and plays drums professionally in theaters, and as percussionist for the South Jersey Pops Orchestra.