

STRAIGHT
TALK:
*The Power of Effective
Communication*

RIA STORY

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DEDICATION

This book is dedicated to my incredibly patient “editor,” without whom I would not have gotten through English 101 in college, much less have written this book. Mack Story is the best connector I have ever seen, met, or heard about. So, I married him.

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A NOTE FOR READERS...

I consider it a privilege to help you improve your conversation, connection, and communication skills. There are many books on this subject, and I am humbled you chose to read this one. I sincerely believe you will find value in the skills, principles, and stories I have shared. I wrote this book because I believe I should “be a river” and pass on knowledge to others. The concepts I have learned, applied, and shared in this book have the ability to change your life. They certainly changed mine.

Ria Story

CHAPTER ONE
THE POWER OF CONNECTION

“Communication - the human connection - is the key to personal and career success.”

~Paul Meyer

I was nearly 20 years old before I realized I liked people. I never considered myself to be an “introvert” although most people would have. I simply didn’t talk to people. Ask me a question, and you would get a monosyllabic response that discouraged any further dialogue. It’s not that I didn’t want to talk or communicate with people – I simply didn’t know how.

I grew up very isolated, living on a farm in the middle of the woods. I was homeschooled. We didn’t attend church regularly, and my social contact growing up was mainly limited to field trips with other homeschoolers. In the early 1980’s in Alabama, opportunities for homeschooled children to participate in extra-curricular activities were limited, and my parents didn’t pursue most of them.

I was also sexually abused by my father from age 12 – 19. Growing up with feelings of shame, guilt, hurt, and unworthiness only compounded my natural tendency to be withdrawn, even after I left home at 19. I share more about my story in some of my other books, *Ria’s Story From Ashes To Beauty* and *Beyond Bound and Broken: A Journey of Healing and Resilience*.

Leaving home without a job, a car, or even a high school diploma, I got a crash course on the need for communication in “normal” society.

At 19, I had a great education, ability to think critically, reasoning skills, proactive attitude, and willingness to work hard. What I didn’t have was the critical ability to connect with other people and communicate *effectively*.

Since I didn't have a GED or a high school diploma, finding a way to make a living wasn't going to be easy, but I was determined to start making money and earning my way.

My first job was working as a server at a pizza restaurant. I worked the lunch shift, Monday through Friday every day, from 11:00 – 2:00. Most customers would have the all-you-can-eat pizza and salad buffet because it was fast and didn't cost too much.

I was the only lunch server for all 36 tables in the restaurant. My job was to set up the buffet, keep the salad bar stocked and clean, make the tea, fill the ice bin, stock the soda machine, answer the phone, take delivery orders, greet the customers when they entered, take and fill their drink orders, keep dirty plates bussed, refill their drinks, check them out at the cash register, clean the tables, chairs, and floor after the customer left, wash all the dishes, put them away, and restock everything before I left. All for \$2.13 per hour, plus any tips I made.

The lunch buffet was \$5.99, and a drink was \$1.35. Most customer bills came to less than \$8.00 for lunch. The average tip is 10% for a buffet, so the best tip I could expect would be about \$1.00 – and that's if I hustled really hard to keep their soda refilled and the dirty plates bussed. If I was too busy and the customer ran out of tea, I may not have gotten a tip at all.

I learned quickly that being an “introverted” waitress wasn't going to work. If I didn't smile at the customers, they thought I was unfriendly. If I didn't greet them enthusiastically, they didn't feel welcome or appreciated. If I didn't remember the names of the regular customers and what they liked to drink, they often wouldn't even leave me the change from their dollar.

I learned a lot of things during my years of waiting

tables, off and on earlier in my career. You see the best and the worst of people when you wait tables. But, the most important lesson I learned was to take initiative and connect with my customers. **Communicating information wasn't enough. I had to connect with them.** I could tell them where to get a plate and take their drink order, but how I did it made all the difference in whether they left me anything at all, or sometimes, several dollars.

What I want to share with you in this book are some of the lessons I've learned about connecting with people and communicating effectively. There aren't any shortcuts to success, but I hope I can help you avoid the detours and map out a faster route.

Effective communication skills are critical to our success in life.

On the professional side, the ability to communicate and relate to customers, co-workers, employees, or your boss can determine your career potential and define your success.

On the personal side, communication with your spouse, children, parents, and friends will determine your satisfaction in life (at least some of it) and define your relationships.

Regardless of your preferred personality style, or whether you consider yourself an introvert or extrovert, dealing with other people is a fact of life. Almost any situation you can think of requires you to come in contact and interact with other people sooner or later.

Your eye color cannot be changed. Your genetic ability to run a four-minute mile cannot be changed. Your ability to communicate **CAN** be changed. **Communication is a skill anyone can learn, and everyone can learn to do it better.**

CHAPTER TWO
CONNECTION IS CRITICAL TO
COMMUNICATION

“Words - so innocent and powerless as they are, as standing in a dictionary, how potent for good and evil they become in the hands of one who knows how to combine them.”

~Nathaniel Hawthorne

I didn't get good at communicating and connecting with people overnight. I learned gradually over the next seven or eight years, after my first waitressing job, to get better at connecting and communicating and began to have moderate success as I developed my professional career. In order to earn several degrees, I went to college at night and worked two jobs, sometimes seven days a week. I slowly advanced in my career, somewhat limited by my lack of “people skills.”

In February 2008, I started a new job at a hospital and was given the opportunity to attend leadership development courses. I wanted to take advantage of every opportunity to improve myself. I knew these courses would help.

I attended a short, four hour personal development class that opened my eyes to the concept of personal growth and intentional development. I wasn't accidentally improving anymore. Now, I was on an intentional growth mission.

I enrolled for every class offered from then on, and even looked for opportunities outside of what the hospital offered. In May of 2008, I bought my first leadership book, *“Leadership Gold”* by John C. Maxwell.

I started intentionally learning and developing my leadership skills and realized I could learn the language of influence to become more effective in every area of my life, personally and professionally.

The effect was transformational. In the past, I had

been afraid to start a conversation with a stranger. Today, I'm a full time speaker and author. I talk to thousands of people, blog regularly, and I even have an Instagram account. I'm about as social as you can get!

Think about some of the more impactful speakers you have seen or watched on TV. What made them memorable? What did they do or say to keep the attention of the audience? They didn't just stand up and talk – they connected with the audience first. How they do that varies from speaker to speaker, but what they all have in common is that the greatest speakers intentionally connect with the audience first.

Les Brown is one of my mentors and his ability to connect with an audience is outstanding. One of the ways he connects with the audience is to ask a volunteer to come up on stage with him. Then, he asks their name. Let's assume they reply "Jane." Les immediately creates an effortless connection to the audience using Jane's name.

Les says, "J stands for JUST DO IT, and Jane does exactly that. She makes things happen! A stands for ATTITUDE, and Jane has an incredibly positive attitude even in the face of adversity. She is always smiling and grateful! N stands for NEVER GIVE UP, and Jane never quits! She is determined, resilient, and strong! E stands for Everyone needs ENCOURAGEMENT, and Jane lifts up the spirits of everyone around her! She is a joy to be around and brings hope to others!"

Wow – he has just connected to everyone in the room by engaging their subconscious mind. Everyone in the room immediately starts to think of their own name and wondered what he would say about their "letters," or they began making up something themselves. Either way, it's a brilliant way to connect.

Les Brown's method of connecting may not work for you and odds are the majority of your connecting happens one on one, not from a stage in front of thousands of people. And, that's okay. It's important to find your own ways to connect to others. How you do it is not important. Doing it is what matters.

This concept applies not only to public speakers – it's equally important for the rest of us in our day to day interactions with others. The ability to connect first makes all the difference in how, or if, your message will be received.

Those who learn to connect and to do it well will be successful in life, at work, at home, and in relationships. Those who do not connect well will stumble around as I did when I first started waiting tables.

Even today, I'm not where I want to be in terms of my ability to connect. But, now that I've learned how important it is to connect, I work at it every day. Each and every interaction with someone is an opportunity to improve my skills by making sure they know I care about them as a person.

It requires some thought and certainly more energy to try and intentionally connect with someone. When you connect, your relationship will immediately improve with that person. Your communication skills will improve exponentially. And, your influence will increase.

My success, personally and professionally, is based on my ability to connect and communicate.

And, so is yours.

CHAPTER THREE
CONNECTION MULTIPLIES
COMMUNICATION

“Communication leads to community, that is, to understanding, intimacy and mutual valuing.”

~Rollo May

Communications of every kind bombard us. Billboards, radio ads, Facebook News Feed, people talking, co-workers complaining, children fussing, phones ringing, TVs blaring, and on and on. I read that on average, we are exposed to 35,000 messages of some type each day. That’s an incredible amount of communication – and it’s little wonder our brain tries to filter out the “noise” in an effort to focus on the important. There would be no way to effectively deal with and respond to each of those 35,000 messages.

Your brain works much like the spam filter on your email, by automatically sliding some messages to the side in order to deal with the ones that don’t appear to be junk.

That works very well until we realize that sometimes we are part of the “noise” other people are tuning out.

Each of us wants to communicate. We want someone to hear and acknowledge our communications, because they are important to us. However, a huge challenge is to communicate in such a way that your message doesn’t become just another piece of the clutter.

In order to communicate, we must be sure we are connecting. If we are connected, communication will be much easier and effective. If we are disconnected, it doesn’t matter what we are communicating because the message isn’t getting through.

Last year, Mack and I were invited to the corporate headquarters of Chick-fil-A to sit at a leadership roundtable with a couple from Belarus. This couple

founded a leadership university in their home country and were visiting the U.S. and Chick-fil-A in order to seek advice on growing their program and teaching leadership on a larger scale to the people of Belarus. Mack and I were included because of our expertise teaching and speaking on leadership.

The couple had an incredible testimony of overcoming many hardships in order to be successful, but they were excited to be making an impact in the lives of the people who attended their university.

Since they did not speak English, and we do not speak Russian, communication was limited to what could be accomplished through an interpreter.

It's incredible how much you can communicate even when you don't speak the same language, as long as you are able to connect. The language barrier was there, but it was insignificant when compared to our mutual passion for helping people through leadership principles and our joy over connecting with one another.

We shared a meal, swapped stories, and even prayed together, and much of our communication was accomplished without words the other could understand. It didn't matter. We were connected at the heart.

Emotional connections can be formed in an instant, or they may take time to establish. Regardless of how quickly connections are formed, when they are established, communication becomes almost effortless.

Think of a connection as a multiplier for your communication skills. If your *communication* skills are a level 8 on a scale of 1 – 10, and your *connection* skills are a level 2, your effectiveness as a communicator will never be higher than a 16 out of 100.

However, if your *communication* skills are a level 6, but your *connection* skills are a level 8, your effectiveness as a

communicator will be 48 out of 100. If you improve your connection skills, your effectiveness as a communicator will improve tremendously.

I've learned and applied the skills and concepts you will learn in this book. I know they are powerful. And, I also know they will work, if you apply them. They won't do you any good if you read about them and don't use them. Like any good tool, the tools in this book are only helpful when used.

Making changes in our communication style isn't easy. Anytime we are learning to improve ourselves, it will require effort, energy, and a commitment to operate outside of our comfort zone.

You won't get it right all the time. I know I don't. There are still times when I want to smack my forehead in frustration for saying the wrong thing or saying it the wrong way. At best, when that happens, I learn from it, so I don't repeat the mistake.

As you decide where you need to improve, make a commitment to work on just one thing during the first week or two. Start small and be intentional about when, where, and how you want to apply what you learn. Work at it, and then after a week, add something else or work to apply the skill in different situations. As time passes, you will realize a transformation is happening – but it won't happen overnight.

It's not easy. It's not fast. But, it's worth it. Communication and connection skills are indeed powerful for those who know how to use them.

Now, let's learn how.

CHAPTER SEVEN
WINNING THE NAME GAME

“Remember that a person’s name is to that person the sweetest and most important sound in any language.”

~Dale Carnegie

I meet a lot of people. I meet someone new every day, and sometimes, many people in a single day. I’ve learned a secret. The greatest way to quickly communicate to someone you care about them is to ask for and remember their name.

I know – some of you will immediately think, “I’m not very good with names.”

You won’t be good at remembering someone’s name until you try. You certainly won’t be good at remembering someone’s name if you tell yourself you can’t, and therefore don’t make any effort to do so. Notice you don’t have any trouble remembering the names of people you meet who are important, like your new boss, or someone you are excited to meet, maybe a local celebrity.

Remembering names, especially when you meet a lot of people, is a challenge for everyone. Here are some things that help me remember names:

- 1) **When you meet someone, immediately repeat their name.** If someone at the Chamber Networking event introduces themselves as “Sue,” then respond with “It’s very nice to meet you *Sue*.”
- 2) **Associate the name to someone else you know.** It’s strange how the brain works, but it will help you remember their name if, as soon as you meet them, you think of someone else you know with that name. The brain will cognitively

recognize something that is familiar, and it will make it easier to remember their name the next time you see them. Think to yourself, “Tiffani, like my cousin Tiffani.”

- 3) **Think of something you can associate with them and their name.** For example, if you meet someone named Sally, think of “Sally, like Sally who sold seashells by the seashore.” It seems silly, but it will connect the dots allowing you to remember her name by saying it in a way that causes it to stick.
- 4) **Ask how they spell it.** There is almost always more than one way to spell a name. When you hear it spelled out, stop and visualize how it looks in your mind. This really helps, especially if it’s a name that is not common. I often repeat it back to them. For example, when I meet someone named “Cathy,” I ask if it’s spelled with a “C” or a “K.” She may reply, “Cathy with a C,” and I repeat it back, “Nice to meet you Cathy with a C!” Note – if the person’s name is very simple, like “Dan,” this is probably not a great tool to use.
- 5) **Write it down.** It’s not always possible, but in some settings this can be very helpful. For example, if I’m getting ready to teach a class and I meet someone new, I might jot their name down on my notes for quick reference when I teach the class again next week. By then, an entire week will have passed, and I will remember the person’s face, but I may not remember their name. But, I will remember I wrote it down and can quickly remind myself to check if needed.
- 6) **Ask them to tell you something unique about themselves.** It’s a great icebreaker question

anyway. “It’s great to meet you Melissa. Tell me something unique about yourself.” If the person isn’t sure how to answer, you can follow up with “Tell me something you are passionate about.” Or ask, “What’s the craziest thing you’ve ever done?”

7) Associate them with someone famous.

Obviously not everyone will have a name similar to someone famous. But, when it happens, it makes it easy to remember. “It’s nice to meet you Teresa. Were you named after the famous Mother Teresa?”

8) Ask how they got their name.

Maybe they don’t have a name like someone famous, but asking where their name originated is a good way to connect with them. “It’s a pleasure to meet you Miranda. What caused your parents to choose that name for you? Is it a family name?”

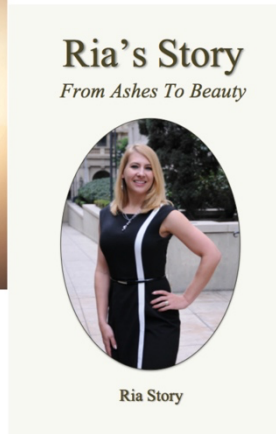
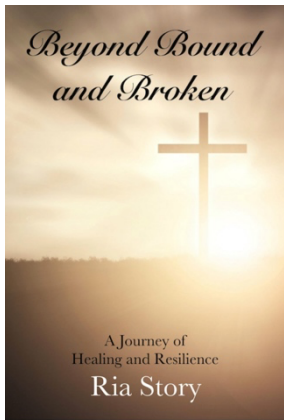
Make every effort to remember a person’s name when you meet them. If you don’t remember, it’s best to acknowledge it, apologize, and ask again. But, if you do this, you absolutely **MUST** remember it from then on. Don’t make them tell you a third time.

One more thing about names – get into the habit of introducing yourself to someone so that your name is easy to remember. Say it so it sticks.

I think the best example I know of is how my husband Mack introduces himself. He says, “My name is Mack, like the truck, but smaller.” It never fails – people remember his name because he gives them a visual image and an emotional connection to tie it to. It may take you a little time to come up with something “sticky” about your name, but it’s well worth it. My name is Ria, like Kia the car but with an “R.”

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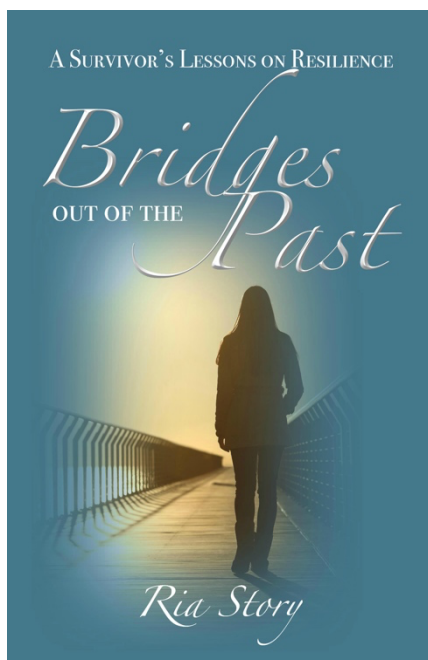
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In *Beyond Bound and Broken*, Ria shares how she overcame the shame, fear, and doubt she developed after enduring years of extreme sexual abuse by her father. Forced to play the role of a wife and even shared with other men due to her father's perversions, Ria left home at 19 without a job, a car, or even a high-school diploma. This book also contains lessons on resilience and overcoming adversity that you can apply to your own life.

In *Ria's Story From Ashes To Beauty*, Ria tells her personal story of growing up as a victim of extreme sexual abuse from age 12 – 19, leaving home to escape, and her decision to tell her story

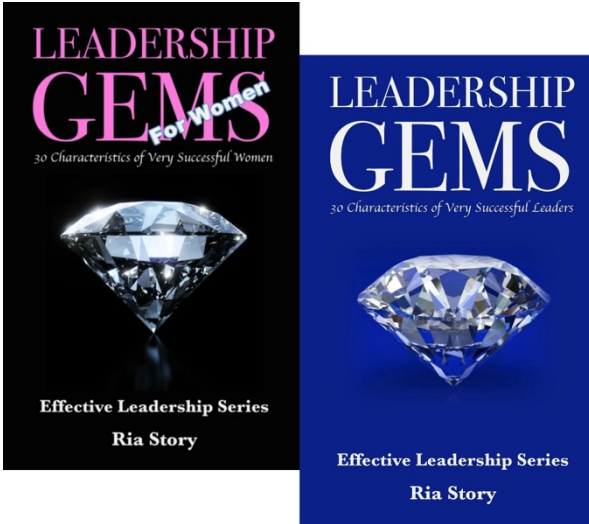
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It's not what happens to you in life. It's who you become because of it. We all experience pain, grief, and loss in life. Resilience is the difference between *"I didn't die,"* and *"I learned to live again."* In this captivating book on resilience, Ria walks you through her own horrific story of more than seven years of sexual abuse by her father. She then shares how she learned not only to survive, but also to thrive in spite of her past. Learn how to overcome challenges, obstacles, and adversity in your own life by building a bridge out of the past and into the future.

(Watch 7 minutes of her story at RiaStory.com/TEDx)

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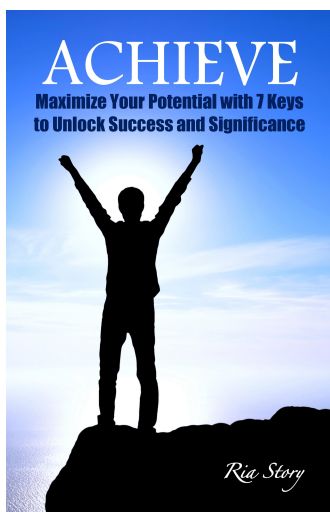


Note: Leadership Gems is the generic, non-gender specific, version of Leadership Gems for Women. The content is very similar.

Women are naturally high impact leaders because they are relationship oriented. However, it's a “man’s world” out there and natural ability isn’t enough to help you be successful as a leader. You must be intentional.

Ria packed these books with 30 leadership gems which very successful people internalize and apply. Ria has combined her years of experience in leadership roles of different organizations along with years of studying, teaching, training, and speaking on leadership to give you these 30, short and simple, yet powerful and profound, lessons to help you become very successful, regardless of whether you are in a formal leadership position or not.

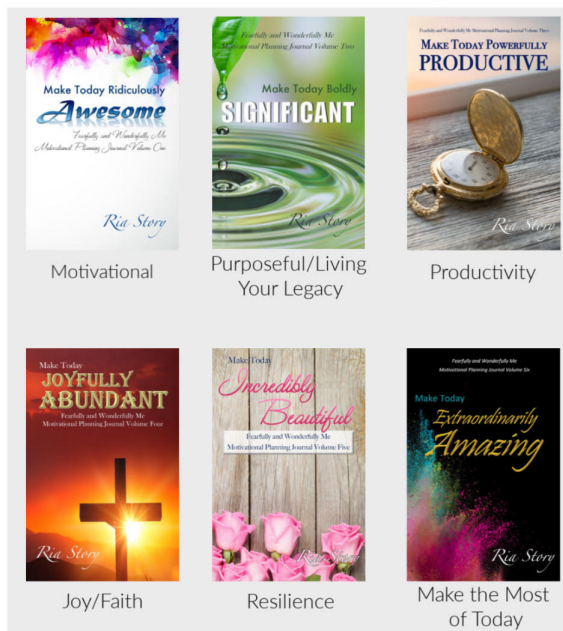
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You have hopes, dreams, and goals you want to achieve. You have aspirations of leaving a legacy of significance. You have untapped potential waiting to be unleashed. But, unfortunately, how to maximize your potential isn't something addressed in job or skills training. And sadly, how to achieve success and find significance in life isn't something taught in school, college, or by most parents.

In *ACHIEVE: Maximize Your Potential with 7 Keys to Unlock Success and Significance*, Ria shares lessons to help you become more influential, more successful and maximize your potential in life. Three-page chapters are short, yet powerful, and provide principles on realizing your potential with actionable takeaways. These brief vignettes provide humorous, touching, or sad lessons straight from the heart that you can immediately apply to your own situation.

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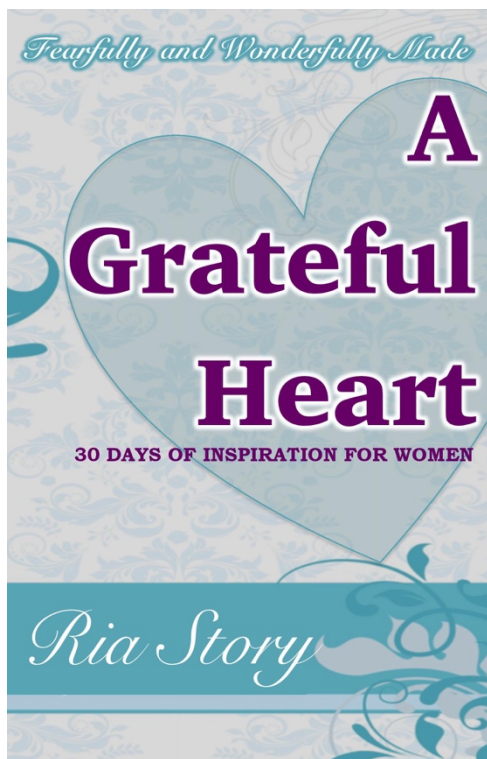


Start each day with a purposeful mindset, and you will achieve your priorities based on your values.

Just a few minutes of intentional thought every morning will allow you to focus your energy, increase your influence, and make your day all that it can be!

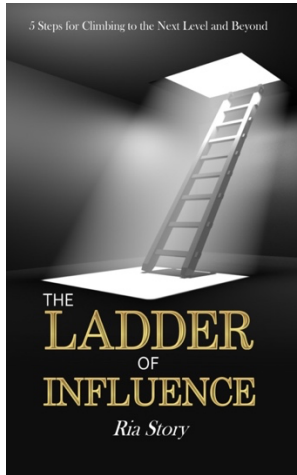
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Become inspired by this 30-day collection of daily devotions for women, where you will find practical advice on intentionally living with a grateful heart, inspirational quotes, short journaling opportunities, and scripture from God's Word on practicing gratitude.

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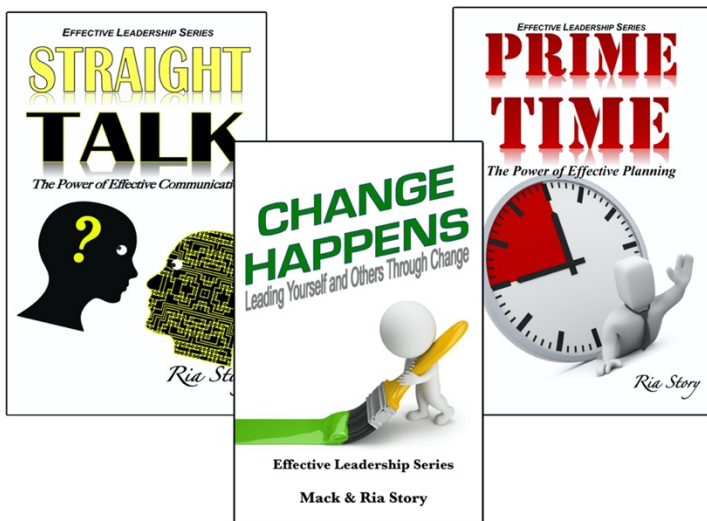


The Ladder of Influence provides a powerful, yet simple, framework to help you realize the practical steps you can take to increase your influence with the people around you: family, friends, co-workers, your boss, etc.

We all have some influence, yet we all want more influence. Simple. But why, how, where, who, and when we influence others as well as how we in turn are influenced by others is incredibly complex because people are incredibly complex.

When we have more influence, we have more options, opportunities, and more choices. Life will always be better with more options, more opportunities, and more choices.

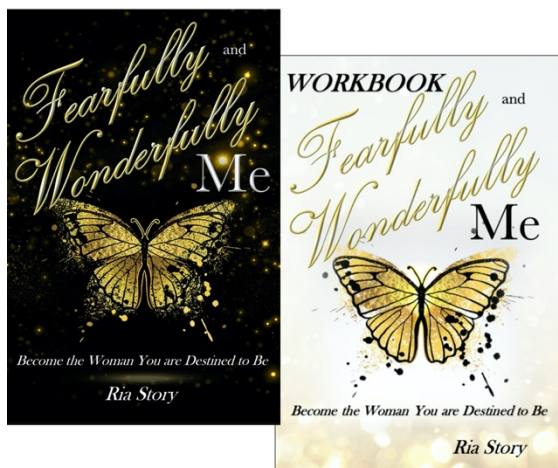
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Ria's *Effective Leadership Series* books are written to develop and enhance your leadership skills, while also helping you increase your abilities in areas like communication and relationships, time management, planning and execution, leading and implementing change. Look for more books in the *Effective Leadership Series*:

- *Straight Talk: The Power of Effective Communication*
- *PRIME Time: The Power of Effective Planning*
- *Change Happens: Leading Yourself and Others through Change (Co-authored by Ria & Mack Story)*
- *Leadership Gems & Leadership Gems for Women*

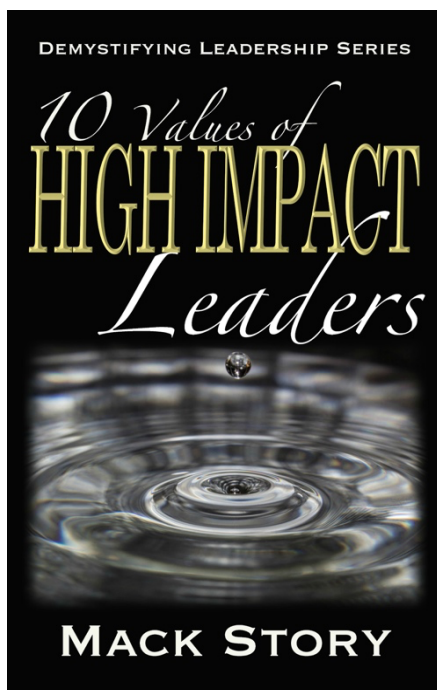
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You have untapped potential to do, have, and be more in life. But, developing your potential and becoming the best version of yourself will require personal transformation. You will have to transform from who you are today into who you want to become tomorrow.

Ria Story brings unique insight in her book, “Fearfully and Wonderfully Me: Become the Woman You are Destined to Be” and the accompanying workbook to help you: believe in yourself and your potential; embrace your self-worth; overcome self-limiting beliefs; increase your influence personally & professionally; and achieve your goals & develop a mindset for success. These two resources will empower you to own your story, write a new chapter, and become the woman and leader you are destined to be.

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High impact leaders align their habits with key values in order to maximize their influence. High impact leaders intentionally grow and develop themselves in an effort to more effectively grow and develop others. These *10 Values* are commonly understood. However, they are not always commonly practiced. These *10 Values* will help you build trust and accelerate relationship building. Those mastering these *10 Values* will be able to lead with speed as they develop 360° of influence from wherever they are.

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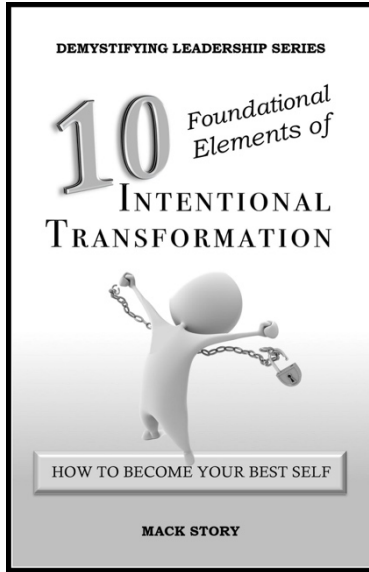


Are you looking for transformation in your life? Do you want better results? Do you want stronger relationships?

In *Defining Influence*, Mack breaks down many of the principles that will allow anyone at any level to methodically and intentionally increase their positive influence.

Mack blends his personal growth journey with lessons on the principles he learned along the way. He's not telling you what he learned after years of research, but rather what he learned from years of application and transformation. Everything rises and falls on influence.

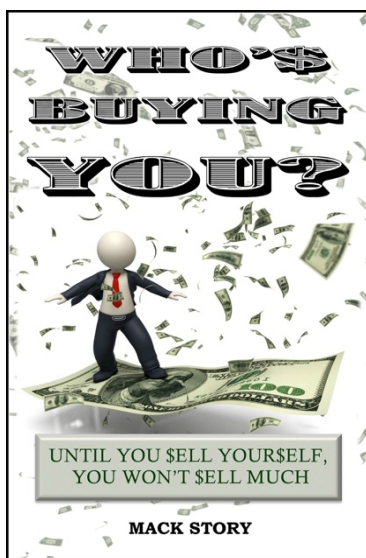
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10 Foundational Elements of Intentional Transformation serves as a source of motivation and inspiration to help you climb your way to the next level and beyond as you learn to intentionally create a better future for yourself. The pages will ENCOURAGE, ENGAGE, and EMPOWER you as you become more focused and intentional about moving from where you are to where you want to be.

All of us are somewhere, but most of us want to be somewhere else. However, we don't always know how to get there. You will learn how to intentionally move forward as you learn to navigate the 10 foundational layers of transformation.

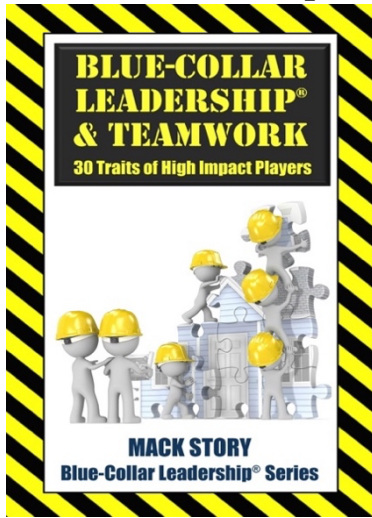
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“Sales persuasion and influence, moving others, has changed more in the last 10 years than it has in the last 100 years. It has transitioned from buyer beware to seller beware” ~ Daniel Pink

So, it's no longer "Buyer beware!" It's "Seller beware!" Why? Today, the buyer has the advantage over the seller. Most often, they are holding it in their hand. It's a smart phone. They can learn everything about your product before they meet you. They can compare features and prices instantly. The major advantage you do still have is: YOU! IF they like you. IF they trust you. IF they feel you want to help them. This book is filled with 30 short chapters providing unique insights that will give you the advantage, not over the buyer, but over your competition: those who are selling what you're selling. It will help you sell yourself.

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Are you ready to play at the next level and beyond?

In today's high stakes game of business, the players on the team are the competitive advantage for any organization. But, only if they are on the field instead of on the bench.

The competitive advantage for every individual is developing 360° of influence regardless of position, title, or rank.

Blue-Collar Leadership® & Teamwork provides a simple, yet powerful and unique, resource for individuals who want to increase their influence and make a high impact. It's also a resource and tool for leaders, teams, and organizations, who are ready to Engage the Front Line to Improve the Bottom Line.

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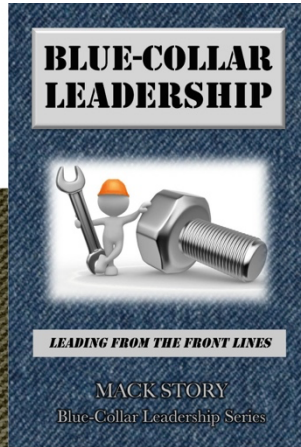
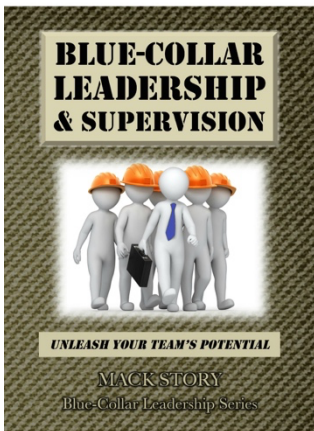
Fast and Effective Workforce & Leadership Development for Team Members and Leaders at Every Level

Leaders are **BUSY**. The greatest challenge High Impact leaders face in leadership development is the struggle to find time.

Workforce development is **critical** for creating a leadership culture that attracts, retains, and engages top talent. Unfortunately however, opportunities for growth, team building, and leadership development are often pushed aside, second to project deadlines, customer needs, and urgent job details.

That's why Mack Story designed *Toolbox Tips*, a collection of powerful leadership principles delivered in a short and easy to understand format for quick and consistent workforce development.

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“I wish someone had given me these books 30 years ago when I started my career on the front lines. They would have changed my life then. They can change your life now.” ~ Mack Story

Blue-Collar Leadership® & Supervision and Blue-Collar Leadership® are written specifically for those who lead the people on the frontlines and for those on the front lines. With 30 short, easy to read 3 page chapters, these books contain powerful, yet simple to understand leadership lessons.

Download the first 5 chapters of each book FREE at:
BlueCollarLeadership.com

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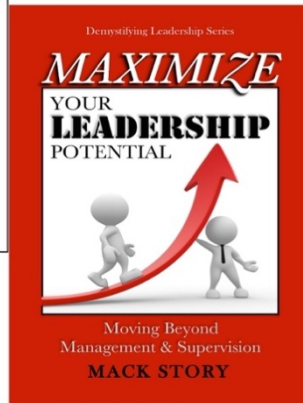
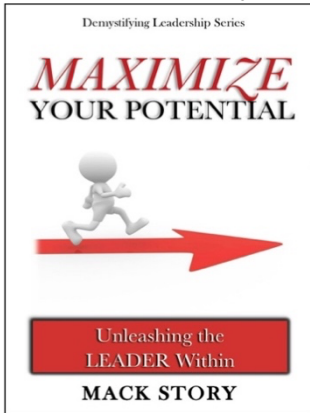


The biggest challenge in process improvement and cultural transformation isn't identifying the problems. It's execution: implementing and sustaining the solutions.

Blue-Collar Kaizen is a resource for anyone in any position who is, or will be, leading a team through process improvement and change. Learn to engage, empower, and encourage your team for long term buy-in and sustained gains.

Mack Story has over 11,000 hours experience leading hundreds of leaders and thousands of their cross-functional kaizen team members through process improvement, organizational change, and cultural transformation.

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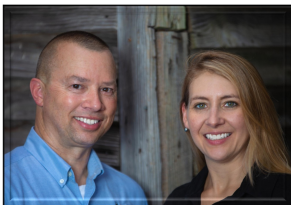


"I wish someone had given me these books 30 years ago when I started my career. They would have changed my life then. They can change your life now." ~ Mack Story

MAXIMIZE Your Potential will help you learn to lead yourself well. *MAXIMIZE Your Leadership Potential* will help you learn to lead others well. With 30 short, easy to read 3 page chapters, these books contain simple and easy to understand, yet powerful leadership lessons.

Note: These two MAXIMIZE books are the white-collar, or non-specific, version of the Blue-Collar Leadership® books and contain nearly identical content.

Top Story Leadership



Top Story Leadership simplifies foundational leadership principles into everyday language and easy to apply and understand concepts, so organizations and individuals can turn potential into reality. Mack and Ria Story are Certified Speakers and Trainers. They are published authors with more than 20 books available on leadership development, personal growth, and inspirational topics.

- Equip Organizational Leaders
- Encourage Positive Change
- Educate & Empower
- Engage the Front Line to Improve the Bottom Line

Leadership Speaking & Development *Leadership Made Simple*

- Leadership Development/Personal Growth
- Organizational Change/Transformation
- Communication/Trust/Relationships
- Time Management/Planning/Execution

“What clients have to say...

“My first words are, GET SIGNED UP! This training is not, and I stress, not your everyday leadership seminar! I have attended dozens and sent hundreds to the so-called ‘Leadership-Training.’ I can tell you that while all of the courses, classes, webinars, and seminars, had good intentions, nothing can touch what Mack and Ria Story provide. I just wish I had it 20 years ago!”

~ Sam McLamb, VP & COO, CMP

“We would highly recommend Mack and Ria as speakers...their presentation was inspirational, thought-provoking, and filled with humor. They taught us some foundational leadership principles.”

~ Stephen, President-elect, WCR

“Mack and Ria understand people! The dynamic team made such an impact on our front line supervision that they were begging for more training! We highly recommend Mack and Ria!”

~ Rebecca, Director of Process Improvement, GKN



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