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Speaker Recommendation for Sara Slayton

Topic: Telling Your Co-op Story: What is your story?

Audience: Sixty communication professionals who work at various types of cooperative businesses in Minnesota and Wisconsin

Format: Workshop (1 hour, 45 minutes)

Cooperative Network invited Sara Slayton, professional storyteller and educator, to present a workshop session on business storytelling, February 12, 2015, at the Radisson Hotel in La Crosse, Wisconsin. Slayton presented the nearly two-hour session without a PowerPoint, engaging attendees through her storytelling, group activities, and well-researched approach. It was refreshing. She received the highest marks out of five total sessions at the workshop.

Some attendee comments included:

- Got some great ideas from this session!!!
- Excellent—Sara got us thinking outside of the box in terms of how to tell our cooperative story.
- This really made me rethink our approach. It gave me ideas on how we can tell our story and how important that story is.
- Great storyteller and eye-opening to the business possibilities too.

I highly recommend Sara Slayton for businesses that have great stories and are seeking to better connect with their audiences. I think this session would benefit even more if combined with time for attendees to create an initial plan to incorporate storytelling into their business' marketing and/or internal communications. It would also be a great topic for CEOs seeking ways to connect with and motivate staff.

I'm happy to serve as a reference for businesses looking to hire Sara for their events. She was a motivating and engaging presenter.

Sincerely,

A handwritten signature in black ink, appearing to read "JRB", is written over a white background.

Jennifer R. Bernhardt
Director of Communications
Cooperative Network