



TELL THE WINNING STORY IN BUSINESS

**Breakthrough Communication,
Leadership & Sales Training**

**Motivate, Move, and Inspire
Your Audience To Action**

**from Jesse Wilson, CEO
Tell The Winning Story**

**Communication
Specialist, Author,
Nationally Recognized
Jury Trial Consultant**

The true power of the winning story is an inside job.



Jesse Wilson teaches top trial lawyers across the country how to win multi-million dollar verdicts. In the courtroom, powerful communication is simply crucial. You lose cases without it. Powerful communication is also crucial to winning in business.

What makes **Tell The Winning Story** unique and especially effective is the focus on your authentic **performance, on your feet, on a stage, in front of an audience**. You will immediately make the shift between intellectually understanding communication “techniques,” and dramatically improving your ability to motivate, and inspire any audience – whether your audience is one or a thousand, anywhere, anytime.

“Performing” can be really intimidating , so Jesse has developed a unique process that makes it both easy and seriously fun for Business Leaders and Teams.

“The single greatest element that transforms every single courtroom that I have sat in while working on jury trials across the country, has to do with Human/ Emotional Connection. The business community is no different than the courtroom. Remove the word ‘jurors’ and you have a group of people waiting to be motivated, moved, and inspired to action. You have the power to take them there.”

Jesse Wilson
CEO Tell The Winning Story



'BEYOND THE WORDS'

Explore The Fundamentals of Breakthrough Communication From The Stage & Screen

Harness your greatest source of power as a speaker... you!

Developing the power of winning communication is an inside job. The obstacles stopping you from becoming a great communicator must be discovered and overcome. Endless review of "techniques," "communication checklists" or intellectualized communication theory will not transform you into a great communicator. Instead, **Tell The Winning Story** is built on a foundation that allows you to "discover and breakthrough" the obstacles preventing you from becoming a great communicator. You will learn that your biggest obstacles as a communicator are actually your greatest strengths.

Jesse Wilson will challenge you to discover and overcome those barriers that are holding you back from being a great communicator. Through this process, you will be introduced to the Fundamentals of Powerful Communication—the skills that will transform your ability to communicate in every area of your business, and life.

What Results Can you Expect?

- Create persuasive presentations that move your listeners to action
- Deliver emotionally connected conversations and presentations to "audiences" of one or a thousand (every business leader must persuade—this cutting edge training teaches you how)
- Building trust- in person or working virtually
- Cast yourself (and others) in your right role-- step into your powerful presence and inspire others to step into theirs
- Learn to build relationships, business and success one powerful conversation at a time
- it's all about the relationship

*"Jesse is one of the most passionate, creative, inspirational, and flexible leaders I've ever interacted with. With **Tell The Winning Story**, Jesse brings an authentic quality to his work that is extraordinarily tangible. Everyone has a story, and he'll aid in bringing yours to life in ways you never imagined."*

Dan Taylor

Director Revenue North, Small Business Growth
Summit ActionCOACH The World's #1 Business Coaching Firm





Tell The Winning Story offers structured programs on specific themes but the flexibility to customize programs to your company's needs.

- Team Building—"What's Your Story?"
- The Fundamentals of Breakthrough Communication to Increase Your Presence, Authenticity, and Human Connection
- Leadership Training- Apply the powerful 4 Steps Of The Stage
- Communication and Presentation Skills Training
- Private Coaching and Consulting
- Customized Onsite and Offsite Events
- Customized Key Notes



*"You say you want a breakthrough, you say you want to change, you say you want to be aligned with your true purpose – and guess what. It's all talk until we jump into doing it. But how to do it? How to break through the talk into real action? In the last few years I've seen nothing as powerful as Jesse Wilson's Tell **The Winning Story** to help us make our purpose come alive."*

David Hudnut

CCE Board Certified Coach,
Sr. Faculty Center for Creative Leadership

"Jesse brings a huge amount of artistic experience to the business world and helps his clients maximize their employee engagement and productivity. If you have the chance to work with Jesse in any capacity, take it. You'll be glad you did!"

Kevin Knebl

Social Selling & Relationship Marketing
Speaker/Author "High Tech + High Touch = Much Higher Success"

*"Facilitating our Quarterly Territory Team Training at the Colorado Springs Olympic Training Center, our coaches truly enjoyed the extremely fun, interactive, and very is impactful nature of Jesse Wilson's **Tell The Winning Story** intensive. We will absolutely be applying what we learned into our own businesses as well as sharing it with our clients!"*

Michael Feinner

President, ActionCOACH of Colorado ActionCOACH
The World's #1 Business Coaching Firm



About Jesse Wilson

CEO of **Tell The Winning Story**

A Juilliard theater graduate, after co-developing a theater-behind-bars program for inmates in prisons across Colorado, Jesse Wilson was inspired to create **Tell The Winning Story**, a breakthrough communication success tool for Lawyers, Leaders, Veterans, Athletes, Artists, Teachers, Entrepreneurs, and all who defy titles looking to give their peak performance in every area of their lives.

From the courtroom to the boardroom, Jesse has studied how stories can affect audiences in extremely powerful ways when the presenter is tuned into their greatest source of power and living their own greater story.

www.tellthewinningstory.com

