

2024 AGENDA THE PERSUASIVE ENTREPRENEUR

Leveraging the power of storytelling to explore your own journey, grow a brand, raise money, motivate a team, sell a business, and inspire change.

Thursday, October 24th – Storytelling and the Workforce Narrative: The Importance of *Why*

Whether you are a CEO building a team or a talented contributor who wants to feel more fulfilled, the essential question remains: what is work that's worth doing in a life worth living?

- 4:30 – 5:00pm Networking, light hors d'oeuvres, innovator presentations
- 5:00 – 5:45pm Job Moves: Michael Horn and Ethan Bernstein
- 5:50 – 6:05pm Shape of Money (short film): Paul Odgren, Director
- 6:05 – 6:30pm *Work Worth Doing*: with Michael Horn, Ethan Bernstein, Paul Odgren, Jean Eddy
- 6:30 – 7:00pm Networking and innovator presentations

Friday, October 25th - Storytelling in a Noisy World

- 8:30 - 9:00am Networking and innovator presentations
- 9:00 – 9:10 am Welcome
- 9:10 - 9:50am Time, Talent & Treasure: Your work is more than your title and salary
 - The Treasure You Seek: Archie Jones
 - Is Your Work Worth It?: Jennifer Tosti-Kharas
- 9:50-10:35am Changing the Story: Reimagining responsibility as leadership
 - The Profiteers: Christopher Marquis
 - What We Can't Burn: Eve Driver
- 10:45-11:30am Spin in Business, Politics, and Beyond: A world awash in stories
 - All the Worst Humans: Phil Elwood
- 11:30-12:15pm All the Feels: Driving customer connections through narrative persuasion
 - The Power of Instinct: Leslie Zane
 - Personalized: David Edelman
- 12:20-1:45pm Featuring lunch, networking, and innovator presentations
Presidential Stories: Reflections on the promise of the American financial dream
 - All the Presidents' Money: Megan Gorman
- 1:45 - 2:00pm Wrap-up