

Storytelling – Making Lasting Impressions

Telling stories is the oldest form of communication. Since the time people lived in caves and sat around campfires exchanging tales, stories have left lasting impressions. Today, storytelling is still a powerful tool for making learning stick and affecting changes in behavior.

In this session, participants will further explore the benefits of storytelling, the mechanics of how to make it effective, and practice applying the concepts to learning challenges.



Presenter: Craig Dockery, BA

As Creative Director for Tier 1 Performance Solutions, Craig has more than ten years experience in marketing, consulting and graphic design. He has created strategic, training and design solutions for AOL Time Warner, Comcast, World Bank, Sprint, Dell Computer, Macy's, Kroger, Luxottica, Wendy's, Department of Homeland Security, the U.S. Army, the U.S. Air Force and many other

clients of all sizes and industries.

Craig has contributed to successful client efforts in many roles, from consulting on concept development to managing design teams to spearheading design and development phases. As principal consultant, Craig's responsibilities include consulting for visual strategies, concept development, management of creative team and process/workflow development within that team, coordinating internal marketing initiatives, assisting with internal process development, and assisting with conversion of project assets to reusable asset templates.