

Marketing Keynote or Breakout

THE STORYTELLING MOSAIC™ STRATEGY

Why the Future of Marketing Is Many Tiny Stories — Not One Big Pitch

For decades, marketing was built on one polished slogan — crafted, repeated, and broadcast until it stuck. That era is gone. Today's consumers are skeptical, distracted, and tired of being "sold." They don't want a loud pitch on repeat — they want many smaller truths.

In this keynote, Shawna flips the old model on its head and introduces **The Storytelling Mosaic™** - a fresh approach to building trust and visibility through authentic micro-stories. Each story is a tile in your mosaic, revealing humanity, sparking connection, and shaping a brand that customers don't just notice — they remember and trust.



BOOK THIS SESSION



YOUR AUDIENCE WILL LEARN:

- ✓ Why traditional marketing is costing you true connection throughout the customer journey.
- ✓ How to uncover and easily tell micro-stories that resonate and convert.
- ✓ Why emotional presence now beats polish and perfection.
- ✓ How to build a repeatable storytelling habit
(Even if you hate being on video)

THIS IS PERFECT FOR:

- ✓ Marketing and communications conferences.
- ✓ Associations whose members are struggling to stand out in crowded industries.
- ✓ Any size business seeking clarity, authenticity, and connection.
- ✓ Organizations ready to rethink outdated marketing models.