



Changing Communication for Good

MELANIE STURM



KIND WORDS

“Totally superb and truly transformational! Melanie is a gifted presenter and master persuader.”

“Melanie is one of the most gifted communicators I’ve encountered. I urge others to run – not walk – to learn persuasive communications from Melanie.”

“Melanie is a rare talent. Melanie is inspiring and empowering.”

PERSUASION COACH / SPEAKER / AUTHOR

As a coach in the art of persuasion, Melanie shares how to inspire others – even skeptics – to follow your lead. She is committed to introducing audiences to life-changing content, including how to:

- Have more meaningful conversations and authentic relationships
- Build rapport, believability and trust with those you want to influence
- Become more confident, even in difficult conversations
- Reach beyond the choir with appeals that resonate for everyone
- Find areas of agreement through questioning and listening
- Tell stories to make a connection, opening hearts and minds
- Pivot away from controversy to common ground

DISCOVER MORE ABOUT MELANIE AND HER MISSION

TO CHANGE COMMUNICATION FOR GOOD engage2win.org



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As entertaining as she is informative, Melanie's goal is to empower and inspire her audiences to enact the changes they seek, whether personal, professional or societal. Described as "brilliant and insightful" by her audiences, Melanie is a dynamic keynote speaker and a sought-after persuasion coach.

After a successful career in finance, and having learned through her column – *Think Again, you might change your mind* – how to persuade people who think they disagree, Melanie launched Engage to Win to help people unlock the power of their ideas. The persuasion skills she mastered as a columnist are her template for helping people find and credibly project their best voice. Known as an inspirational force, Melanie teaches others how to uncover and fortify common ground, even on contentious issues.

BOOKING INFORMATION

To schedule Melanie to speak at your next event, email Lynette Lacerda at Lynette@engage2win.org or call her at 970-688-0890. More information at the website: engage2win.org

The ability to influence others is not a gift of a chosen few but a powerful skill that can be learned, practiced, and coached, helping in all areas of life. Whether trying to change minds, an organization, or even the world, the art of persuasion has never been so important. Melanie's firm grasp of her subject matter enables her to efficiently teach and coach an audience up to proficiency, through keen insights, vivid examples and interactive skill-building.

Melanie's Six Powers of Persuasion teach how to bring people together to the common ground they instinctively share. Even in our hyper-partisan era, most people are persuadable if approached the right way – a unifying reality to be forged. Add these skills to your repertoire, and you're on your way to being a compelling communicator.



BRIEF BIOGRAPHY

Melanie's prior work experience is in finance: project finance at International Finance Corporation (private sector affiliate of the World Bank) and mergers & acquisitions at Morgan Stanley (London) and Drexel Burnham Lambert (New York). Melanie has an MBA from INSEAD in Fontainebleau, France, and undergraduate degrees in international relations and economics from Tufts University. Her commentary - *Think Again, you might change your mind* - has been published in the Aspen Times, throughout the Rockies, and in national media.

BOOK MELANIE TO MAKE YOUR NEXT EVENT A STANDOUT EXPERIENCE!