



UHUBS PRESENTS

# HOW TO BECOME AN AMAZING AUTHENTIC & DISTINCTIVE LEADER

With Onyi Anyado

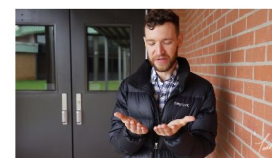
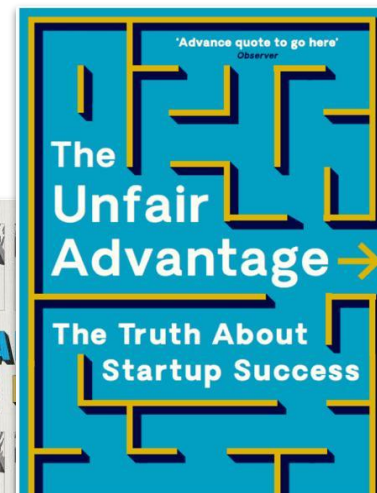
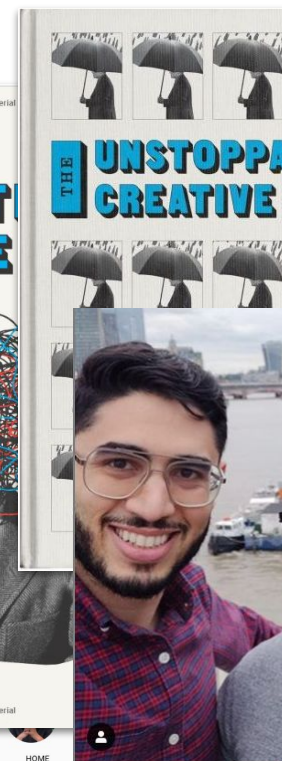
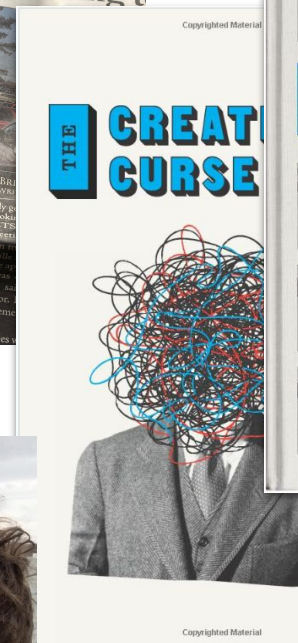
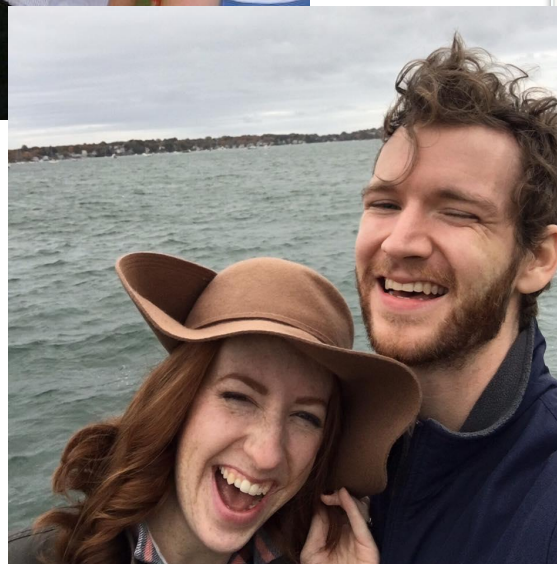
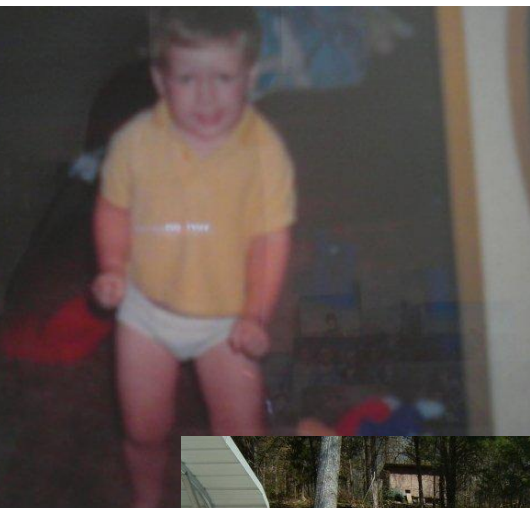
Wednesday  
May 15th  
6.30pm



# Who am I?



# Who am I?



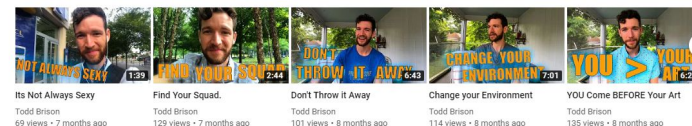
An UNFORGETTABLE Lesson I Learned in High School  
486 views • 8 months ago

I'm Todd, and I activate artists. I am a top writer on Medium who has been published in Inc, The Daily Muse, CNBC and some other places.

Grab a free preview of my book - The Creative's Curse - right here:

READ MORE

FINISH FRIDAY ▶ PLAY ALL



NaNoWriMo Inspiration ▶ PLAY ALL

# What will you learn today?

1. How to leverage and lead with your leadership distinction.
2. How to develop and constantly deliver the 3 V's of your brand.
3. How to constantly apply and lead with the 3 C's of creativity.





# Tell me about you..

1. Your name
2. Your current  
job/project/startup/book



# **#1: Stories are in our DNA**



**Humans did not write  
until around 3,200 B.C.**

**What did we  
do before then?**

# Stories = Information





# But information can be boring



**Stories aren't just nice.**

**They are wired into our  
brains.**

# Exercise: Write down your favourite movie

(and 1 sentence why it's your  
favorite)

# Quick Q&A

## **#2: The One Element Required for a Powerful Story**



**"People say there are 7 stories. I think there may actually be only 1..."**

**- Ron Howard, Film Maker and Actor**

# What good stories have in common...





**“I can see”**

Not a story.

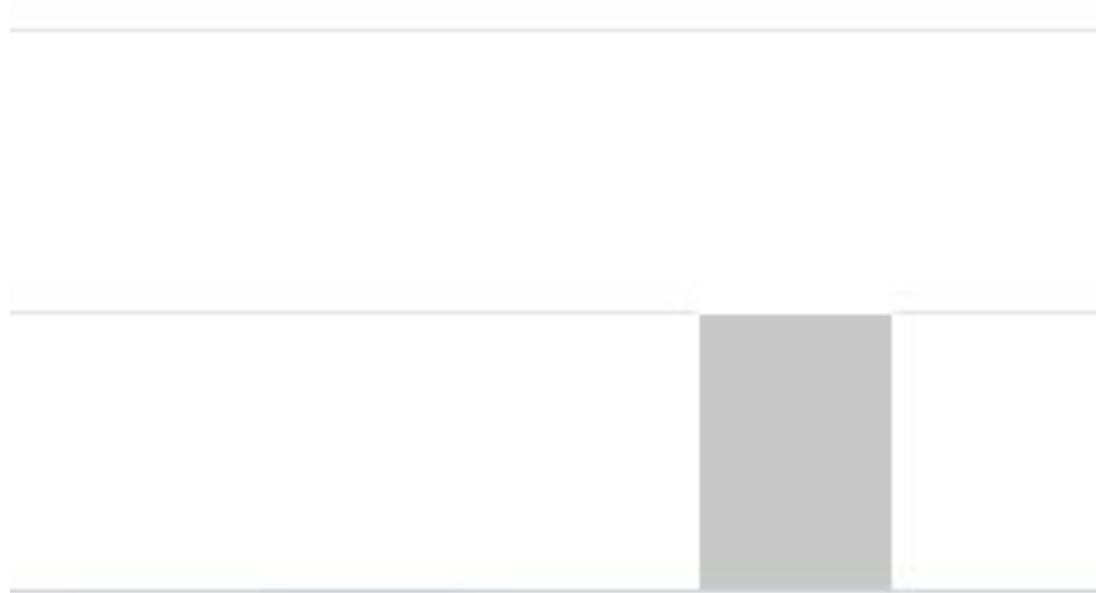


**“I once was blind, but  
now I can see”**

INCREDIBLE STORY!



# TRANSFORMATION



Apr 15, 2019

Not a story.



Now it's a story



# Remember this...?

## Who am I?



# Exercise: Your Transformation

“I once was \_\_\_\_\_  
But now I am \_\_\_\_\_”



## #3: 3 Tips for Leveraging Stories



**Tip:** Use Metaphor



**In March,  
we made a  
lot of sales**

**In March,  
we saw an  
avalanche  
of sales**

# Brain sees...



# Brain sees...



...and feels and hears and smells

**Last year,  
we fixed a  
lot of  
software  
issues**

**Last year,  
we flushed  
out linger  
bugs in our  
software**

# Brain sees...

```
3 int pow(int a, int b);
4 int main(){
5     scanf("%d",&n);
6     int i, j;
7     for(i=1;i<=n;i++){
8         for(j=0;j<=n;j++){
9             if(j<i){
10                 printf("%d ",pow((i,j)));
11             }
12             printf("\n");
13         }
14     }
15     return 0;
16 }
17 int pow(int a, int b){
18     int i, res=1;
19     for(i=0;i<b;i++){
20         res = a * res;
21     }
22     return res;
23 }
```

Submit

Fixes

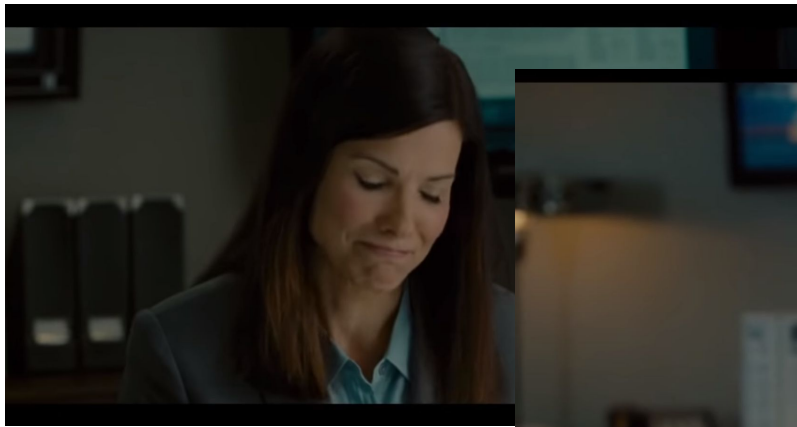
# Brain sees...



...and feels and hears and smells

**Tip:** Cut the Middle





Scene progression...

What is ***NOT*** shown  
in this sequence?

**Tip:** Show off Your Unfair Advantage



# What you have learned today

1. Learned why stories make us feel things
2. Learned how to create a transformation story
3. Storytelling tips





# Congratulations!



# Q&A



UHUBS PRESENTS

## HOW TO BECOME AN AMAZING AUTHENTIC & DISTINCTIVE LEADER

With Onyi Anyado

Wednesday  
May 15th  
6.30pm

