

client case

PRESENTED BY

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LEADERSHIP DEVELOPMENT SOLUTIONS



client snapshot

A mission-driven non-profit that empowers entrepreneurs and community organizations. In early 2025, leadership commissioned AuthentiLead to sharpen staff communication, public-speaking, and storytelling skills across 30+ employees.

A pre-engagement survey revealed gaps in pitching the mission and delivering persuasive organizational stories.

An upcoming all-hands event provided the opportunity for a half-day training to develop shared stories and align distributed teams.





GOAL

To equip team members to tell organizational stories with confidence, authenticity, and consistency.



startingpoint

51%

FELT CONFIDENT

they could deliver an organizational “elevator pitch

60%

FELT CONFIDENT

they could share a mission-aligned success story

WHY STORYTELLING?

Trust follows clarity. Shared stories align teams & stakeholders—turning supporters into lifelong advocates.

IN THE ROOM

- Executive leaders
- Department leaders
- Managers
- Individual contributors

solution

SUMMARY

This program will empower participants with the skills to craft and deliver impactful elevator pitches that effectively communicate their roles and the mission of the client. We will also explore techniques for active listening and conversation threading to foster deeper connections in both formal and informal communication settings.

PROGRAM OBJECTIVES

- Craft a clear and concise elevator pitch
- Apply public speaking fundamentals
- Utilize conversational techniques
- Leverage personal storytelling
- Enhance active listening skills



measurable results

77%

**IMPROVED
CONFIDENCE**

in delivering a "pitch"
for the organization

83

**NET
PROMOTER
SCORE**

A score of 70 or higher is
considered "Excellent".

from participants

*"I loved having the 'Hero's journey' and
'CAR' template to follow."*

**"THE WHOLE TRAINING WAS
EXTREMELY VALUABLE!"**





LEADERSHIP DEVELOPMENT SOLUTIONS

Transform how your team communicates—
so real *talk* becomes real *traction*.

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