



Bill Graham
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Bill Graham delivers engaging keynotes and valuable training seminars for his audiences. He teaches leaders, managers, executives and sales teams to be their most likable, memorable and effective. *His programs will help you make connections, improve relationships, and say the right thing.*

- **Keynote Speeches**
- **Communication Training**
- **Sales Training**
- **Media Confrontation**
- **Leadership Seminars**
- **Executive Coaching**

Program Topics include:

Improve You Likeability→Improve Your Impact: If you are a leader, you sell ideas. If you are an entrepreneur or salesperson, you sell products. Whatever you do, *if customers and staff don't like you, they won't buy what you are selling.* Bill gives you and your team immediately usable likeability skills that improve your relationships and help you communicate with impact.

Be Memorable→ Tell Stories- Computers remember information using logic and data. People remember information based on emotional connections. *Nothing makes an emotional connection better than a good story.* Bill shows you how to find a story and how to tell it. His simple process helps your customers and colleagues remember you and want to work with you.

Revolutionize Your Leadership- There are 3 jobs in the world: Doers, Managers and Leaders. Doers row the boat. Managers make the Doers row faster. Leaders decide where the boat is going. Then, those Leaders convince the Doers that their lives will be better if they go there too! *Leaders identify the dream and motivate the team.*

Whether you have a staff or just work with customers, you are a leader. Bill delivers concepts and tools that will help you and your team grow as leaders who inspire, motivate and get results.

Bio

Bill Graham spent over a decade as Director of Creative Affairs for Procter & Gamble's: *As the World Turns, Guiding Light, and Another World.* He trained writers, analyzed audiences, and delivered story notes for 7000 hours of soap operas. He also taught acting at Stella Adler Conservatory. Prior to his TV work, he was Producing Director at Olney Theatre in Olney, MD.

Bill is on the faculties of Seton Hall's Communications Department, George Mason's Sports Management Department, and the US Chamber's Institute for Organizational Management.

For Chamber Members- Bill would be happy to discuss your next conference, convention, or training program. He would also enjoy professional relationships sub-contracting or partnering with firms that provide complementary services.