



CLIPBOARD HEALTH - STORY-POWERED™ SALES WORKSHOP 2026

STORYTELLING IS THE MOST POWERFUL TOOL IN YOUR ORGANIZATION.

Matt Livadary teaches leaders and teams how to find it, use it, and win with it.



✉ MATT@STORYPOWERED.IO

MATT LIVADARY

DOCUMENTARY FILMMAKER
FOUNDER, STORY-POWERED™

- 👁 20,000+ professionals trained.
- 👁 Advised brands worth \$100B+ combined.
- 👁 USC-trained documentary filmmaker.
- 👁 Emmy®-nominated storyteller.
- 👁 Cannes Lions-winning creative director.





KAISER PERMANENTE- STORY-POWERED™ LEADERSHIP WORKSHOP 2025

MOST ORGANIZATIONS HAVE A STORY PROBLEM.

They just call it something else.

Stalled deals, disengaged teams, burnt-out employees, training that doesn't stick, leaders who can't move a room. It's all a story problem.

Most people think of storytelling only as an emotional tool. What I've come to realize is that storytelling is a financial instrument.

As someone who trains billion-dollar brands, I've learned story is the multiplier on every dollar they spend on training, campaigns, staff, and offsites.

I came up making documentaries. Four years following gay rodeo cowboys across America for *Queens & Cowboys*, a feature that hit the festival circuit and Netflix. 800 hours of footage to find 90 minutes that mattered.

Then I took it corporate. As Creative Director at Uproxx I built Cannes Lions-winning campaigns for Intel, Amazon, and Honda, and grew the team from four to forty. At Markforged, I built the brand narrative and content studio from scratch. Lead gen climbed 850%. Viewership 193%. Agency spend dropped half a million *per year*.

Documentary taught me how to find the story buried in the complexity. Corporate taught me how to make it move markets. The Story-Powered™ system does both.

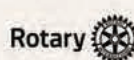
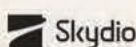
The skills are simple, repeatable, and work on people who'd never call themselves storytellers. Doctors. Engineers. CFOs. Sales reps. They walk out with their story, and the tools to use it.



"Matt not only did a fantastic job positioning us as leaders in our technical industry, his work inspired our internal team and increased the pride we all had in what we were building."

Tom Muscolo, Head of Product, Lightforce

TRUSTED BY



THE STORY-POWERED™ ADVANTAGE IRL

STORY-POWERED™ SOCIAL MEDIA - ONE-HOUR KEYNOTE



How do you make a long story short? How do you become a global brand that audiences actually *want* to follow, share and engage with? These are just some of the questions 500 of Ford's global marketers found answers to. In only one hour, we leveled up their social chops with frameworks for attention-earning, gaming the algorithm, authenticity discovery, and the storytelling habits that make an automotive brand worth following at scale.

#1

HIGHEST RATED PROGRAM
IN FORD'S L&D HISTORY

STORY-POWERED™ LEADERSHIP - ALL DAY WORKSHOP



Kaiser was deep in a system-wide strike and historic burnout. 120 senior leaders needed to recapture meaning for the people they lead. And somehow improve patient care and safety while doing it. We learned new narrative tools to reset the story across the system, including empathy building, how to train so it sticks, engaging with patients and staff on their level, and more. The rituals we built in that room are still running across their teams months later.

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**"THIS CHANGED THE WAY
I'M PRACTICING MEDICINE"**

Senior OBGYN,
Baldwin Park - KP

STORY-POWERED™ SALES

ALL DAY WORKSHOP + LONG-FORM ENGAGEMENT

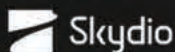
Clipboard

When you're worth a billion dollars and known across healthcare as the "Uber for nurses," it's tempting to coast. Not Clipboard. They moved into their incumbent's hometown to take the market head-on, and brought in Story-Powered™ to do it. A controversial go-to-market strategy for a SaaS company: be more human. Tactical empathy, live role-plays, and a system for scaling the team's best behaviors across the floor. Ongoing engagement across the org.

8.5/10

SESSION RATING •
CFO-CITED REVENUE LIFT

STORY-POWERED™ MARKETING - HALF-DAY WORKSHOP



Skydio builds the most advanced autonomous drones on the planet. Their global marketing team was selling the spec sheet. A keynote and workshop on selling the outcome instead of the object: microstories, the four ingredients of engagement, and frameworks the team could run across every marketing touchpoint.

64%

AVG SKILL LIFT ACROSS
ALL PARTICIPANTS

"This wasn't copy/paste. Matt took the time to deeply understand our sales process and our product — going on ride alongs and sales calls with our team. We've seen a noticeable uptick in close rates and customer lifetime value."

Warren Min,
CFO & CBO
Clipboard Health

"Matt dove into our complex culture and within short order was able to tell our stories better than anything I'd seen us do before. Since the workshop, his "narrative rituals" have become a staff favorite - helping our nurses in particular re-discover purpose in their work again. He's a rare combo of heart, empathy and execution. He just gets it."

Charles Hummel, MD, PhD,
Regional Physician Director for Patient Safety
Kaiser Permanente

WORK WITH MATT

THREE FORMATS. CUSTOMIZED TO YOUR TEAM.



01 KEYNOTES

"LONG STORY SHORT"
45-90 MINUTE

Story is the highest-leverage skill in any organization, and the most underused.

Most teams aren't bad at storytelling. They were just never taught how to find one, build one, or land one.

Audiences walk out with frameworks they can use Monday morning. In calls. On stage. In every one-on-one.

Sample topics:

- How to tell a story at any length, from 10 seconds to forever brands. The FSR framework: making any message felt, seen, and remembered. The 4 ingredients of engagement: tension, understanding, stakes, surprise. Why story is a financial instrument, not an emotional one.

More keynote topics available on request.

BEST FOR

Leadership retreats. Client offsites. Learning Labs. Conferences. Sales kickoffs. All-hands.



02 WORKSHOPS

STORY-POWERED™ SKILLS
HALF-DAY, FULL-DAY, MULTI-DAY

Sales teams that close.

Marketers who break through.

Leaders who move rooms.

Organizations that stand out.

Every pitch deck sounds the same now. Every email reads the same. The teams that win are the ones who can find the true story underneath the data and tell it like a human. Story-Powered™ workshops empower your team with story skills needed to engage better, build trust, and change behaviors.

Hands-on training in extracting the story, building it with four ingredients, and landing it where it counts. The same craft used to find what matters in 800 hours of footage, applied to your team.

Any team. Any function. Repeatable.

BEST FOR

Sales kickoffs. Marketing offsites. Leadership cohorts. Client account teams. Agency teams.



03 SYSTEMS

**EMBEDDED PARTNERSHIP FOR
BUSINESS TRANSFORMATION**

What happens when narrative becomes part of the operating system?

Retention goes up.

Burnout goes down.

Sales and engineering speak the same language.

Your customers tell your story.

Story-Powered™ Systems builds the storytelling layer into how your team actually operates, so the skills don't leave the room when the workshop ends.

Narrative audits to surface the stories already buried in your business. Story Banks to capture and scale them. Sales enablement so reps can use them on calls. Engagement training for teams. Executive comms coaching for leaders.

All engagements are custom.

BEST FOR

Repositioning launches. Post-M&A integration. Sales transformations. Leadership transitions. Category creation.

**WANT TO SOLVE THE
ACTUAL PROBLEM?**

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Unlock your advantage
WWW.MATTLIVADARY.NET

