

Resonance Executive Coaching

Peak Performance and Leadership For CEOs and Executives

Storytelling for Product Management

Dan Kimble, CEO of Resonance Executive Coaching

Twenty+ year Silicon Valley Leadership Veteran

MBA from both Columbia Business School and Haas School of Business

Bachelor's degree in Computer Science

What Are You Passionate About?

MEET **DAN KIMBLE,**

RESONANCE EXECUTIVE COACHING CEO

NOT YOUR AVERAGE EXECUTIVE COACH

BORN



Rural Michigan

FAMILY



Sons: Indiana (like Indiana Jones)



TRAVEL



As undergrad, spent semester abroad in Western Europe, creating a lifelong fascination with travel



EXPERIENCE



20+ YEARS

is working in high-tech Silicon Valley career with adventures in entrepreneurship, engineering, sales, consulting and operations



Driven people and teams initially engage Dan because of his humble confidence, warm energy and proven experience. But they quickly find that it's his **compassion, wisdom, cut-to-the-chase clarity and practical approach** that allows them to achieve amazing results in record time... and perform at their very best every single day.



EDUCATION



Bachelor's degree in computer science from UC-Santa Cruz and executive MBA from Columbia Business School and UC-Berkeley. Executive coaching certificate from UC-Berkeley's Executive Coaching Institute.

RESIDENCE



Orinda, California

Moved to California at age 10, after his father got a job in Silicon Valley

ADVENTURE JUNKIE



Singing



Improvisational theater and acting

Film directing

Assistant director on award-winning film.

Motorcycle racing

3x motorcycle race winner

Tattoos

Dan's got a few for 2 tattoos. This one is about new beginnings, presence and living from his heart.

Race track driving coach

Bungee jumping

Celebrating finishing undergrad in Cairns, Australia.

Volleyball

2x doubles tournament winner

Mountain biking

13,252 miles biked off-road and counting!

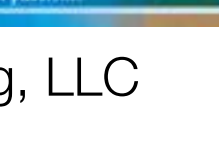
Scratch driving

Hiking

353 hikes and counting!

Screenwriting

Screenwriting is one of his biggest passions.



Sample of Global Brands We've Worked With



MasterCard



Areas of Core Expertise

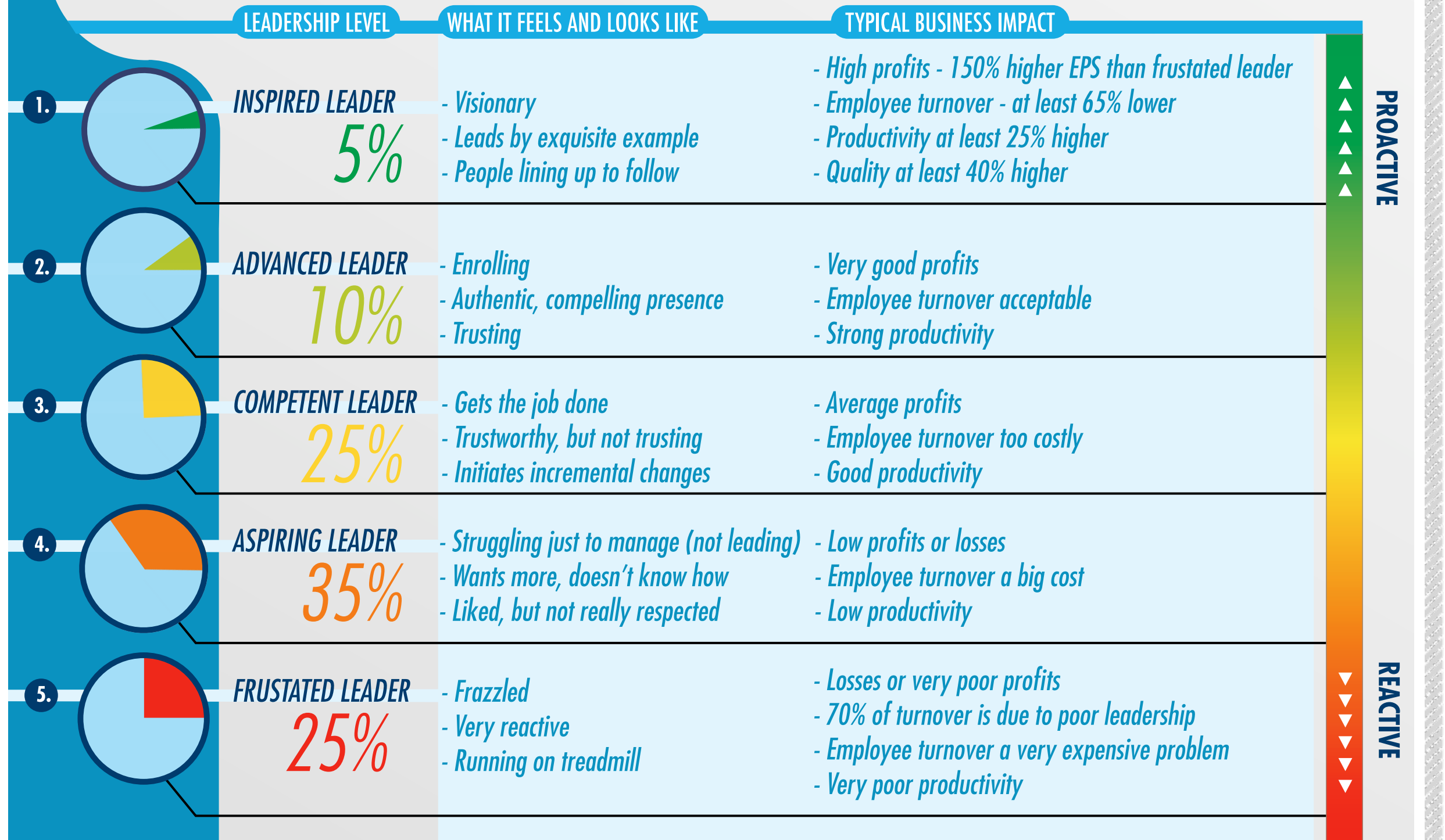
- Executive Coaching
- Leadership Development
- Team Performance and Design
- Executive Presence
- Storytelling For Maximum Influence
- Change Initiatives
- People Development
- Meeting Facilitation
- Leadership
- Leadership Development Programs

How We Work With Our Clients

- 1:1 Coaching
- Group Coaching
- Executive Retreats
- Workshops
- Off-sites
- Keynotes
- Executive Roundtables
- People Assessments
- Training Programs - Virtual and In Person

Evolution of a Leader

Typical Distribution and Costs of Leaders in an Organization



Product Management May Be Hardest Leadership Challenge

- ▶ Product opportunities can be game-changing and huge
- ▶ Ultimate responsibility, very little direct authority
- ▶ **If you fail to create an upswelling of buy-in and support, *your great idea will be nothing more than a great idea***

Buy-in Doesn't Come Easy

- ▶ People are naturally skeptical about anything new
- ▶ There is complete overwhelm of information
- ▶ People will quickly filter out anything that doesn't grab them immediately
- ▶ Before you can disrupt the market with your product ideas, **you have to disrupt stakeholders!**
- ▶ **And then you have to change their priorities...**

But Change Doesn't Come Easy

- To drive better business results **behavior must change**
- **WE ALL NATURALLY RESIST CHANGE!**
- We're wired to overvalue the status quo
- We're moved into change only by people we know, like, trust and believe in

Storytelling Goes Straight to the Heart

- Engage people with their hearts, and you bypass many of their intellectual filters
- Insights and information simply open people's eyes
- Emotions are what move people to change behavior
- **Well told story is a direct line to subconscious**



What Makes a Great Story?

- Connect emotionally
- Personal and Vulnerable
- Paint a clear picture of the ideal state
- Get audience to feel what that ideal state is like
- And how much the status quo hurts in comparison

What Makes A Great Story Structure?

- ▀ Vertical Take-Off
- ▀ Beginning
- ▀ Middle
- ▀ End

Vertical Take-Off

- **GET RIGHT INTO THE ACTION WITH SOMETHING UNEXPECTED!**
- Some examples:
 - Startling statistic
 - A big crisis that a potential product buyer faces
 - A contrarian viewpoint
 - A compelling sound bite

Beginning of Your Story

- Paints a picture of the world of your story as it exists today
- Try to use a vertical take-off that begins to describe the world, and then paint a clearer picture (if needed) in this first portion of the story
- Typically not more than about 15% of the overall story time, and sometimes as little as a few seconds
- At the end of this section, something unexpected happens that turns the world upside down and that creates conflict and uncertainty about the future

Middle of Your Story

- This is where the conflict plays out, and moves toward a resolution
- Getting to a resolution requires that something big, and seemingly insurmountable, must happen
- Incorporates some unexpected twists and turns, to keep the audience guessing about the eventual outcome
- This portion of the story is typically about 75% of the overall story time, and can be as much as 90%
- At the end of the middle, resolution becomes clear

End of Your Story

- Completes the resolution of the story
- Something major changed, and the status quo improved in a big way
- The audience craves a release of all that tension, and a celebration of the success. That's a big part of what this portion focuses on.
- The entire point of the story is now clear to the audience
- The audience needs to feel how good this new status quo feels
- Typically about 5-10% of the overall story

What's YOUR Story?

- What story will you tell to sell your ideas and products?
 - Outline it
 - 3 minute (or less)
 - Practice it

Product Management Is All About Influence

- Product Management thought leadership all comes down to influence
 - Relationships
 - Know, Like, Trust, Believe in
- Must influence senior executives, all stakeholders, and customers to get their buy-in
 - It's YOUR fault if they don't get it

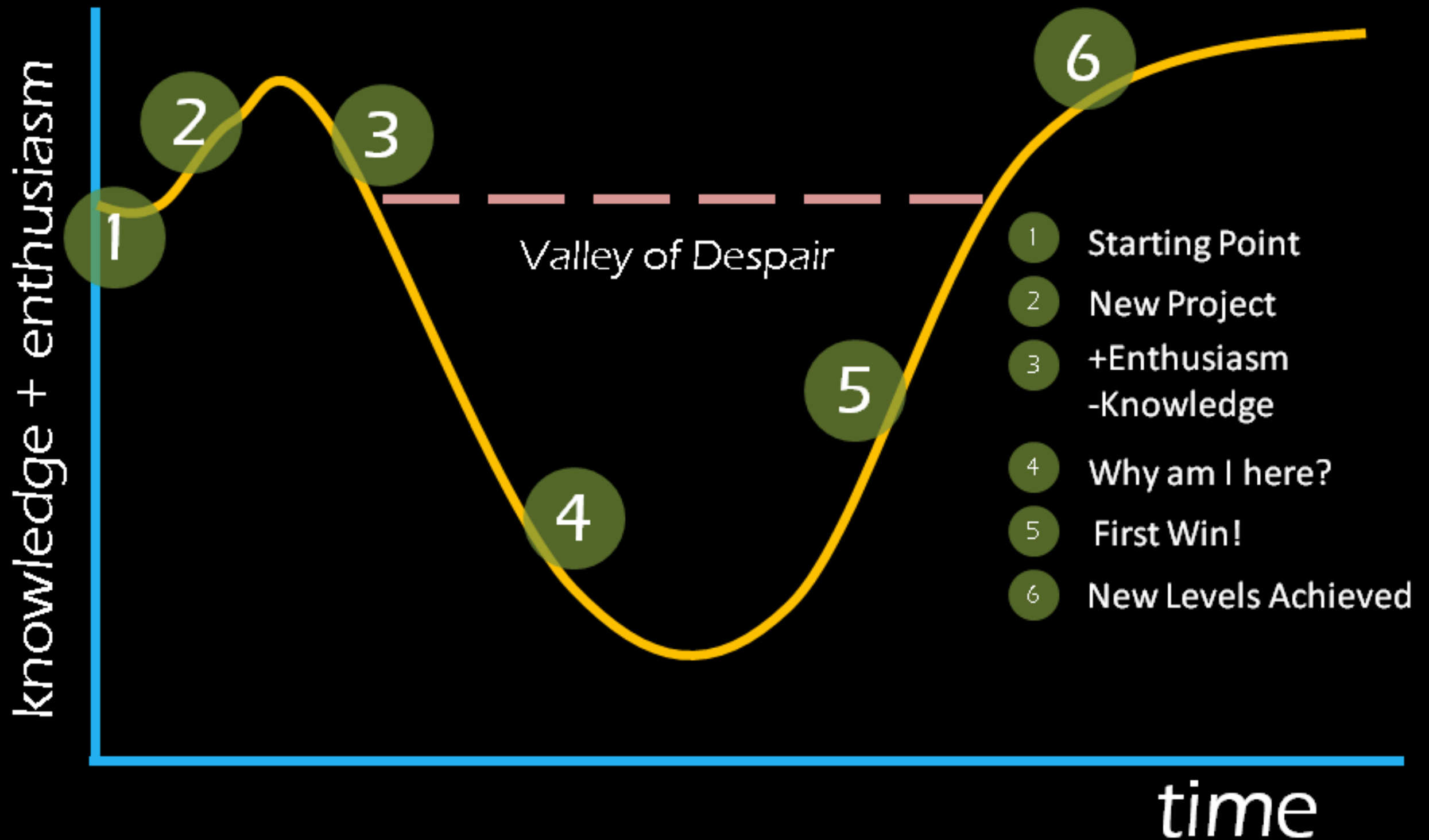
How to Increase Your Influence With Executives

- How you carry yourself is what matters most
- Meet them where they're at
- Persistence and Calm Confidence
- Map out the informal power structure in your organization
- Who are the most influential people?
- How can you build relationships with them?

Call to Action

- If you do just one thing after today...
 - **USE AND HONE YOUR STORY!**
- Leave card to receive my Evolution of a Leader insights paper
- Keep in touch, when you need me you won't remember unless we connect now
- Limited number of complimentary strategy sessions available

Change: The Valley of Despair









IT'S ALL ABOUT RELATIONSHIPS

