

# Susan Lindner

Speaker, CEO & Founder,  
Innovation Storytellers



## Introduction

What if I told you that you only needed to master ONE skill to get other people on board with your best ideas?

That skill is storytelling.

Today's speaker, Susan Lindner, the Founder and CEO of Innovation Storytellers, first mastered the art of storytelling when she was working as an international aid officer in rural Thailand in the 1990s, helping to slow the spread of HIV by turning sex workers into entrepreneurs.

Using persuasion, proof, and the promise of a better future, she went on to teach hundreds of startups how to use stories to make the case for their disruptive business models, and get investors and customers onboard.

Today, Susan works in Fortune 500 boardrooms around the world, helping global innovation leaders craft stories that bring their teams together around breakthrough ideas. She has worked with C-level leaders and teams from over 60 countries at Fortune 100 companies like GE, Corning, Citi, AT&T, Arm & Hammer on their innovation storytelling strategies. The result? Those innovation leaders become incredible storytellers who go on to change the world.

Without further ado, please join me in welcoming Susan Lindner!

For bookings and more information, contact [hello@innovationstorytellers.com](mailto:hello@innovationstorytellers.com)