

INTERACTIVE KEYNOTES AND WORKSHOPS

DANA RAY

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The Power of Naming

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Three Story Method

Self-Introductions

Finding Your Ground Truth

1 Meet Dana Ray



Dana Ray believes that words are action: that what we say is essential to what we do. She helps brilliant and spirited leaders name their work so they can be heard and known as they create the world as it could be.

Using her Ground Truth Discovery Process, she distills her client's fundamental craft and distinct vision into clear language that aligns internal and external messaging. Her clients create in diverse fields such as tech, global health, fashion, dance, design, theater, visual art, and activism.

Ray facilitates workshops and keynotes for corporations and cultural leaders on leadership resilience through the power of precise language and expansive storytelling. From curating DC Startup Week's Creative Economy Track to hosting original literary events, Ray designs experiences that generate new thought and new speech.

Ray holds a Master's in Literature and Writing from Bucknell University. She is an alumna of the Akimbo altMBA program. In 2013, she received a Fulbright to Bulgaria where she designed and implemented original curriculum in critical and creative thinking. She continues to work internationally and is based in Washington, D.C.

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2 The Power of Naming in Leadership Resilience

INTERACTIVE KEYNOTE

Explores the essential power of language and self-naming for mental and emotional agility in leadership.

Covid-19 changed everything. And in response, you've had to transform how you do what you do. But how do you both adapt AND stay consistent?

The answer is in how you name your work. It defines how others see you and how you see yourself. A clear, strong story allows us to find a way through.

Words are action. When you have a name, you have a choice. What you call yourself is deeper than a genre or industry. It's who you are. It's not a box to put yourself in. It's an opportunity for agency, an opportunity to be seen and known. By aligning with your story, you can chart a course forward with confidence and impact.

Followed by a Q+A.

3 The Three Story Method

INTERACTIVE WORKSHOP

1 hr

Learn the Three Story Method to name the throughline of your work and activate your leadership with a clear, confident story.

Naming your work is the foundation for emotional agility and resilience in challenging times. When you have a name, you have a choice. What you call yourself is deeper than a genre or industry. It's who you are. It's not a box to put yourself in.

Don't let us miss who you are, what you do, and why it matters.

Outcomes:

- New insight into values and work
- Awareness of unique contribution
- Connection between participants

Expectations: This will be very active and interactive. Come ready for break out rooms, speaking off mute, and working through the awkward to something remarkable

3 Crafting Your Self-Introduction

INTERACTIVE WORKSHOP

1.5 hrs

Learn how to craft a script for a self-introduction that tells the true story of who you are, what you do, and why it matters.

How we introduce ourselves matters. Whether getting invited “on stage” at Clubhouse or kicking off a presentation for investors, our introductions impact how we are seen and how our ideas are received.

No pressure.

To make it worse, intros in the “real world” are not designed for this. But there’s a better way to transform what we share and how we share it.

Outcomes:

- Ability to introduce yourself relevant to the situation
- Written self-introduction adaptable for online gatherings
- Confidence in self-identity beyond job title

Expectations: This will be very active and interactive. Come ready for break out rooms, speaking off mute, and working through the awkward to something remarkable.

3 Finding Your Ground Truth

INTERACTIVE WORKSHOP

2.5 hrs

Introduction to the Ground Truth, Dana Ray's signature process used to distill your fundamental craft and distinct vision into clear language that names your work.

When you have a name, you have a choice. What you call yourself is deeper than a genre or industry. It's who you are. It's not a box to put yourself in. It's an opportunity for agency, an opportunity to be seen and known. It defines how others see you and how you see yourself. You want that story to be true and clear. You don't want to be missed.

But most of us feel "missed." Most of us struggle to tell the true story. It doesn't have to be this way.

Outcomes:

- Aligned decision making
- Process to name of work that is deeper than job title
- Story-based framework that can be used for other processes

Expectations: This will be very active and interactive. Come ready for break out rooms, speaking off mute, and working through the awkward to something remarkable.

Thank you.

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