

Public Speaking and Strategic Narratives for Leaders

Product Intro

Work with your breakout partners to develop a Steve Jobs style introduction for a product (of your choice):

A Product of Your Choice	The history before your product?	
	What problem your product solves.	
	What is unique/special about your product.	

Try to show your company (and rivals) as characters with distinct personalities. Why is it that only your company could make this particular product?