

A man with short, spiky hair, wearing a blue and white plaid shirt and blue jeans, stands on a stage. He is holding a microphone in his right hand and gesturing with his left hand. The background is dark with blue and red stage lights. To the right, there is a colorful, abstract structure resembling a stained glass window or a decorative light fixture.

DAVID PAULL

STORY ARCHITECT

FOUNDER, SPEAKER, FACILITATOR,
STORYTELLER, PODCAST HOST



STORYTELLING FOR B2B AND BEYOND

David Paull is founder of Dialsmith (an insights technology company) and Lillian Labs (a research and messaging agency). His superpower is helping B2B marketers use storytelling to build their brand.

His Behavioral Storytelling[®] framework is rooted in emotional intelligence and principles from behavioral and narrative economics. In other words: understand how people feel, how they make decisions, and how they're influenced by others in order to craft engaging stories that drive action.

Along with that, David hosts The David Paull Show (stimulating stories from curious characters) and is on the Board of TEDxPortland (the largest indoor TEDx in the world) with a focus on production, marketing, strategy, special projects, and speaker coaching.

BEHAVIORAL STORYTELLING®

Effectively crafted and told stories can move mountains. They make the complicated understandable. They reveal the human impact of cold, hard numbers. They help people make better choices and feel better about themselves.

Behavioral Storytelling is David's framework for crafting stories and messages that stick.

He blends **emotional intelligence** with principles from **behavioral and narrative economics**.

The results are uniquely crafted, tested, and refined stories that influence opinions and drive desired actions.



KEYNOTES & TALKS

David doesn't deliver one-size-fits-all talks. He knows each audience deserves content tailored to them. In his bag of tricks, David can pull from the Behavioral Storytelling framework, his other storytelling methods, and various creative and strategic messaging models.



PANELS & WORKSHOPS

David is a top-notch facilitator, partially thanks to his extensive podcasting experience and partially because he's endlessly curious and interested in sharing ideas. His panels are insightful and his workshops are creative, hands-on, and fun. Much like his talks, workshops are tailored to each organization so attendees leave ready to hit the ground running.

EXPERIMENTS

People learn better when data are presented in stories with context. Thanks to the research experience of David and his team, they are always running studies and experiments to test ideas and produce interesting findings. This adds a wow-factor to his talks and workshops and helps audiences remember and use what they've learned.





PODCASTS

CEOs to educators; astrophysicists to stand-up comedians; authors to master illusionists. David has captured some incredible conversations—always with an eye toward stories that drive action. David brings his experience and learnings from these discussions to share different points of view with his audiences.

ons about issues critical to
ty and ultimate impact of insights.
on iTunes, Stitcher, and Google Play.



WHAT THEY SAY...

"Your examples really struck me and have challenged me to think more critically about how to craft the stories I work on by demonstrating the behavioral science behind effective storytelling."

- Brittany Neff, Creative Director

"David's behavioral science talk was both engaging and enlightening. It was perfectly practical and gave our 1,000+ attendees great insight into how to better shape the stories they're telling."

- Harris III, Story Conference curator, award-winning entertainer

"...engaging and educational and I very much appreciated its practical application to the world of storytelling. Two thumbs up, 5 stars, and double high-fives all around!"

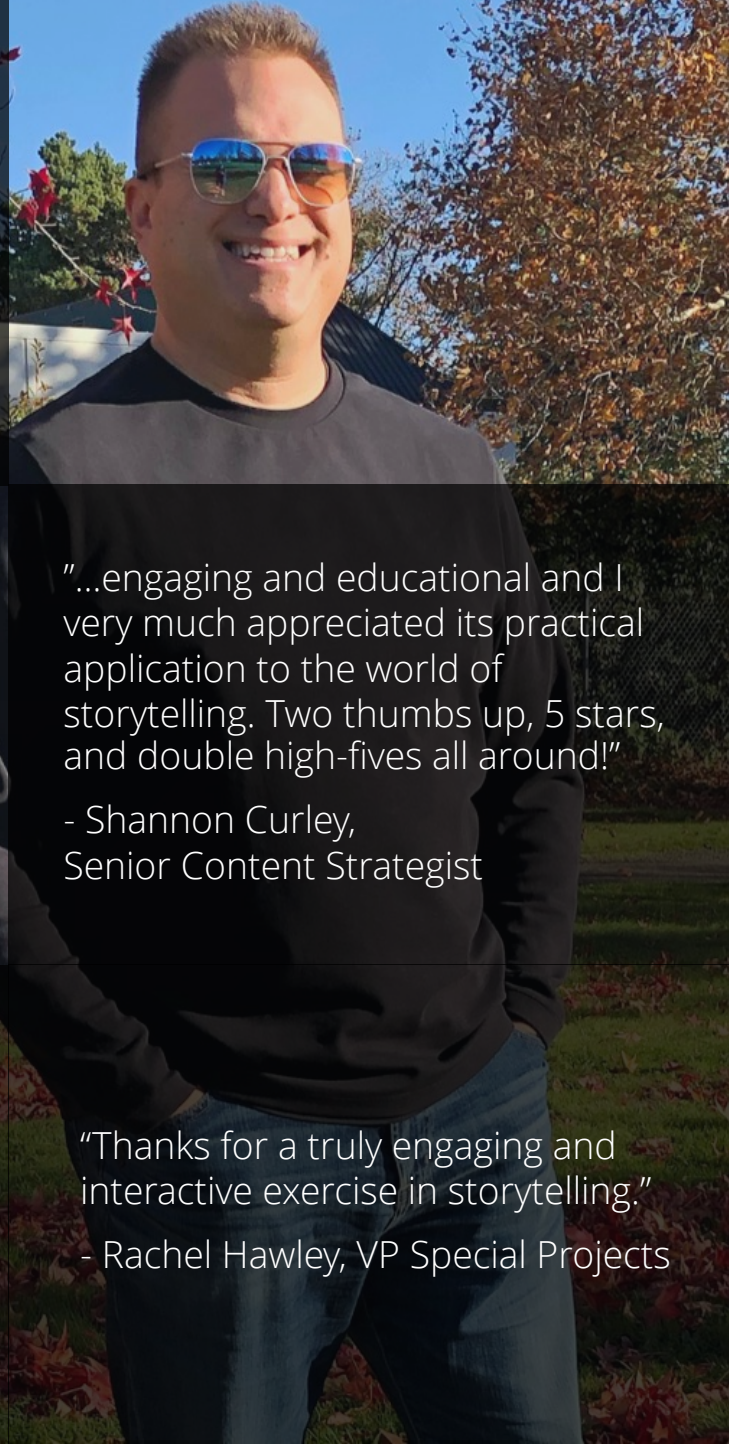
- Shannon Curley,
Senior Content Strategist

"I've always recognized the power of storytelling, but never had the data to back it up until David revealed the research behind it. It was awe-inspiring!"

- Kevin Durham, Filmmaker

"Thanks for a truly engaging and interactive exercise in storytelling."

- Rachel Hawley, VP Special Projects





"Okay, that was too much fun. David Paull is making storytellers out of us all."

- Ashley Le Blanc,
Executive Vice President

"David taught us how to use storytelling in everything from website copy to proposals. His group exercises were fun and engaging and somehow involved penguin psychologists and body swapping!."

- Aryn O'Donnell,
Vice President, Corporate Services

"Talk about a great ice-breaker and workshop. David led us through a an excellent framework for any business and personal brand story."

- Trevor Farris,
SVP, Business Development

"I loved that David's presentation is so inclusive—everyone participates! So many good practical insights for us content marketers. His system really works and David is just so cool. That is all."

- Priscilla McKinney, CEO
(David doesn't get called cool very often—had to put this in :-)





"One of my favorite sessions of the day was David's, *Stupendous Storytelling for Marvelous Messaging*. (I know, catchy right?)

David shared the story spine to demonstrate how we can use storytelling to improve messaging.

We took part in a fun activity and learned all about how to use the same story framework as Pixar in our marketing activities!

We asked ourselves, "How does the story I'm telling help accomplish our goals?" If we can't define it, we probably don't have a compelling enough story.

This session inspired me to think differently and more creatively about the content I create."

- Emma Nichols,
Marketing Specialist

OTHER THINGS ABOUT DAVID...



He loves knick-knacks
(and gratefully accepts
them as gifts ;-)



He enjoys photography
and coffee shops (and
sometimes photography
in coffee shops)



He occasionally gets caught
wearing the same shirt as in
his headshot.



He travels the world,
but Portland is home.
(yeah, he shot this)



He's always game for
chatting up quirky
characters in cool and
unusual settings.