

## **Bill Graham, President, Graham Corporate Communications**

If you are likable; they will listen to you. If you tell stories; they will remember you. If they like you and remember you, then they will hire you, buy from you, join your group, and work harder for you.

Bill Graham delivers keynotes and workshops that help his audience understand how to communicate with impact. His work enables professionals- CEOs, salespeople, teachers, executives, elected officials, association and chamber professionals- to become more likable.

Bill spent over a decade training writers and giving story notes for 7,000 hours of the Procter & Gamble soap operas, *Guiding Light*, *As the World Turns*, and *Another World*. Today, he uses those same tools to help professionals find their own stories that deliver valuable results.

In the past year, his clients have included the US Chamber, Federal Housing Finance Agency, American Dental Association, Sandvik, Johnson & Johnson, World Food Logistics Alliance, National Association of Chain Drug Stores, American Machine Tool Distributor's Association, Graf & Stiebel, ARCO, Creighton University, Berkeley College, Tri-State Camp Association, Council of State Governments, and Association of Wine Distributors.

He is on the faculties of Seton Hall University, US Chamber of Commerce's Institute for Organizational Management, George Mason University, and regularly delivers workshops for Johns Hopkins University Technical Management program.

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