



Stories That Matter: What  
Songwriting Reveals About Narrative,  
Connection, and Influence

Rod C. Taylor, Ph.D.  
&  
Brett Warren

**A musical exploration of why stories  
resonate with us and what their  
power reveals about communication,  
connection, and influence**



# Songwriting and Storytelling

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Stories have power. They shape attitudes, broaden perspectives, bring people together, motivate us to action, and help us navigate challenge and change. In this dynamic and experiential keynote, Rod Taylor, Ph.D., and Brett Warren explore the craft of storytelling, revealing the structural choices, emotional dynamics, and narrative techniques that make stories resonate and influence audiences.

Through live music, audience interaction, and practical insight, Rod and Brett translate these storytelling principles directly to today's fast-paced business environment—showing how leaders and professionals can apply these approaches to sharpen ideas, frame perception, and inspire meaningful action. By blending conversation, stories, and live musical performance, they create an engaging exploration of why stories resonate with us and what their power reveals about connection and influence.

This keynote invites audiences to rethink how communication works and how stories influence not only what we say, but what others hear, remember, and act upon.



# Songwriting and Storytelling

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## Audiences Will Discover

- The structural choices that make stories clear, compelling, and memorable
- How emotion guides attention, meaning, and connection
- How narrative influences perception, interpretation, and response
- How storytelling principles help focus ideas and communicate more effectively
- How story can strengthen engagement, shape understanding, and increase impact

# Rod C. Taylor, Ph.D.

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Rod Taylor is an award-winning educator, musician, author, and CEO of Performance Learning Concepts—a leadership training and development that works with a variety of Fortune 500 companies (Deloitte, Nissan, DCI-Artform, and more). As an educator, he's taught at Stanford, Indiana University, and the Honors College at Tennessee State University. He's also served as a Fellow at the Design School in Paris, France and as an Artist-in-Residence and educational consultant in the Commercial Music program at Lipscomb University in Nashville.

As a musician, he's played and/or recorded with artists like Krista Detor, Victor Wooten, Cindy Morgan, Jenee Fleenor, Chuck Rainey, and the Warren Brothers. He's also a writer for *Bass Player Magazine*, *Bass Magazine*, and the author of *Etunes*, a textbook about music in the digital age.



# Brett Warren

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Brett Warren is an award-winning artist and songwriter in Nashville, TN. He's written hits for Tim McGraw ("If You're Reading This", "Felt Good on My Lips", "Highway Don't Care", "Thought About You"), Toby Keith ("Red Solo Cup"), Keith Urban ("Little Bit of Everything"), Faith Hill ("The Lucky One"), Martina McBride ("Anyway", "Wrong Baby Wrong"), Dierks Bentley ("Feel That Fire"), Jerrod Niemann ("Drink To That All Night, Blake Shelton ("Every Time I Hear That Song"), and more.

He and his brother Brad were CMA nominees for Duo of the Year for 6 straight years and were twice Grammy-nominated for "Song of the Year." In 2013, they also won a Daytime Emmy for Outstanding Original Song for "Good Afternoon America," the theme song for the ABC program *Good Afternoon America*, which they co-wrote with Little Big Town.



## Keynote Details

Duration: 60-90 mins

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Should you desire any more details on any given program or have any other questions, feel free to reach out to us via the provided contact info below.

### **For Booking Contact:**

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