



The Power of Stories

PLC CEO, Rod C. Taylor, Ph.D.
&

Nashville Hit Songwriter, Brett Warren

A musical exploration into how and
why stories appeal to us and how we
can use them more purposefully in
our professional environments



Songwriting and Storytelling

Stories have power. They can change attitudes, offer new perspectives, compel us to act, and inspire us to push through the challenges in our lives. Through “The Power of Stories,” Rod and Brett examine the art of storytelling via the craft of songwriting, revealing the strategies and techniques used in the stories that move us. Along the way, they connect the craft of storytelling to successful communication in the fast paced and ever-changing world of business.

Rod C. Taylor, Ph.D.

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

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

60-90 minute interactive keynote

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:

Katie Flint, PLC Manager
katie@performancelc.com

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