

Tell the Story Only You Can Tell: 15 Simple, Surprising, Science-Backed Practices to Help You Move People in the Moment

In this talk, Amy Cuddy shares 15 fresh, practical strategies that help people become far more effective storytellers—whether they’re presenting data, leading a team, pitching an idea, teaching a lesson, speaking on stage, or sharing something personal. It’s not about writing the perfect script. It’s about knowing your story, owning your voice, and telling it in a way that people trust, remember, and respond to.

Amy draws on decades of social science and on the work she taught in her Power and Influence course at Harvard—teaching that earned her the Harvard Excellence in Teaching Award. The throughline is clear: we influence others not by performing, but by showing up fully—anchored in what we believe, attuned to the people in front of us, and able to create a moment that feels real and shared.

In this talk, Amy teaches how to:

- Find the story you believe—and tell it like you mean it
- Tune in to your audience and meet them where they are
- Prepare your body and nervous system so they support—not sabotage—you
- Embrace imperfections as opportunities to build trust and stay steady when things don’t go as planned
- Create intimacy—even in a room of a thousand people
- Deliver a talk that feels unrepeatable—because it only could’ve happened with those people, in that moment

Takeaway:

Audiences leave this talk more connected to their own voice—and more ready to use it. They understand how to move people with clarity, conviction, and credibility. Amy introduces what she calls bounteous presence—a shared, real-time connection between speaker and audience that makes the moment feel alive. The best communicators—like great live musicians—can generate that energy in any setting, from a keynote stage to a team meeting. And Amy has watched it happen again and again: people walk out not just inspired, but measurably more compelling, grounded, and effective than they were just an hour before.