

Tell Powerful Stories



DRAGON

Product
Maestro

What's your Storyteller Type?
storyteller.productmaestro.com



DRAGON

Product
Maestro

Who is Max Koknar?



- 16 years as professional Actor, Director, Producer & Educator
- Executive Coach at Bay area companies
- *Leader at Dragon Productions (www.dragonproductions.net)*
- *Sample Past Projects: Immersive Parties, Leadership Training, Team Building Events (Google), Immersive Team Building Events (Facebook), Team Building Workshops (Box.com, Intuit), Executive Coaching - Message Framework (Genentech), Virtual Reality Experience Design (Child Advocates of Silicon Valley), Guest Speaking - Immersive Design (UC Berkeley)*



Who is Connie Kwan?



- 15 years in Product Management
- **Product Launches: Pivot (healthtech), Atlassian Marketplace v2.0, Atlassian Verified, Microsoft News App (30 lang 100 countries), RealMealz (web app), Solar products**
- Chief Product Officer @ Khosla funded startup Carrot
- Head of Product in Ecosystem @ Atlassian
- Enterprise SaaS | Platforms and 2-sided markets
- Consumer Apps | Healthtech | Semiconductor | Energy (Solar)

SUNPOWER®



What is the most recent product story you told?



The Storyteller Method

- 1: The Essence of Stories
- 2: Story Wheel - Preparing to influence
- 3: The Story Secrets of Hollywood
- 4: Storyteller Type
- 5: Telling your story through words and images
- 6: Telling your story through voice and body language

Raw
Content

Compelling
Messages



The 5 dimensions of a Storyteller

Language

Emotional Drive

Narrative

Style

Energy



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The logo for DRAGON features the word "DRAGON" in white, uppercase, sans-serif font. The letter "O" is replaced by a white circular icon containing a stylized dragon head profile. The text and icon are centered within a dark green rectangular background. To the left of this rectangle are three horizontal bars of red, orange, and yellow. To the right are two horizontal bars of orange and light green.

DRAGON

The logo for Product Maestro features the words "Product" and "Maestro" stacked vertically in white, sans-serif font. The text is centered within a green, 3D-style rectangular shape that appears to be a block with depth. To the right of this shape is a horizontal bar divided into blue and purple segments.

Product
Maestro



Storyteller Types

Evangelist



Sage



Wise Neighbor



Visionary



Truth Teller



Professor



Fall Froyo Flavors



DEMO - Fall Froyo Flavors



Pitch to HQ

(B2B)

Professor, Truthsayer, Visionary

Sell to Customers

(B2C)

Evangelist, Sage, Wise Neighbor

Storyteller Type in Action



DRAGON

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Thank you!

Email: max@dragonproductions.net

The logo features a horizontal bar composed of several colored segments: red, orange, yellow, dark green, orange, and light green. The dark green segment contains the word "DRAGON" in white, uppercase letters, followed by a white circular icon of a dragon's head. To the right of this bar is a light green 3D-style box containing the text "Product Maestro". Further to the right is a purple bar with a blue segment on its left end.

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