

The Journey of Belief

Louis Richardson

Author · Speaker · Corporate Story Coach

Former IBM Chief Storyteller



Speaking for sales and leadership gatherings

Have you ever explained an idea clearly—and watched it go nowhere? Your audience may understand the message and still hesitate to act. Louis helps leaders and teams explore the distance between understanding and belief, beginning with the people they hope to reach.

Through stories, questions, and audience participation, Louis invites people to bring a real conversation into the room: a customer who cannot yet see the value, a team facing change, or a strategy people understand but do not yet trust.

Three signature themes

The Journey of Belief

Explore the distance between understanding and belief through Interest, Relevance, Vision and Credibility, and Confirmation. Leave with questions to apply to a real conversation.

Always Be Curious

Discover how listening reveals the experience beneath a belief. Practice distinguishing what you know about an audience from what you have assumed.

Leadership Is Storytelling

Examine what decisions and behavior teach people to believe about a culture, and what evidence a different story would need.

Shape the conversation around a shared purpose

Consider Louis for an annual sales kickoff, quarterly sales meeting, leadership retreat, executive association gathering, or sales enablement event. A keynote can open a question; a facilitated session or team workshop can give people room to apply it to their own work.

See Louis in conversation

[Watch the speaking preview and full presentations](#)

[Selected Speaking Moments · 8 minutes 32 seconds](#)

The preview draws on historical sessions about creativity, social working, storytelling, and AI. Recordings of the three current signature talks are not yet included.

Explore an engagement · louis@louisrichardson.com
louisrichardson.com/speaking

Plan an engagement

A conversation shaped around
your audience



About Louis

Louis Richardson is a storyteller, teacher, leader, and Corporate Story Coach whose career has centered on helping people move from information to belief.

His professional journey began in visual communication as a graphic artist and printer before technology, sales, and leadership brought him to IBM. In 2010, Louis became the first person at IBM to carry the title Chief Storyteller.

Serving as a worldwide resource, he worked with sales professionals, business partners, leaders, and clients to discover the human meaning inside complex products and ideas. He was regularly invited into client engagements, seminars, training sessions, executive conversations, and conferences around the world.

Today, Louis brings his curiosity and experience to Corporate Story Coaching, mentoring, and nonprofit work, helping people find meaning in their stories and take thoughtful next steps. He also serves on the Board of The Sirens Project, a nonprofit that helps communities recover from natural disasters through volunteer teams providing free tree care, debris removal, and route clearance. Louis also currently serves as Executive Pastor at His Hands Church in Woodstock, Georgia. His faith shapes how he seeks to serve: listening carefully, treating people with dignity, and putting care into action.

Formats and continued work

Keynotes, seminars or facilitated sessions, and team workshops are available online or in person. Scope, timing, and participation are discussed with the host. A speaking engagement can also lead to coaching or facilitated team work around a real sales, communication, or leadership challenge.

A book for the conversation that follows

The Journey of Belief: Stories, Meaning, and the Journey from Interest to Commitment gives attendees a way to continue exploring the ideas after the event. Ask about including a paperback or hardcover copy for every attendee as part of the engagement. Book quantity, pricing, delivery, and any speaking fee are agreed together.

Fees and arrangements

Paid engagements are preferred. Louis is open to discussing a reduced speaking fee when the host purchases a book for every attendee. Engagements should cover agreed costs; travel and lodging for events beyond local day engagements are included in the speaking contract. Dates and final terms are confirmed individually.

Begin with your audience

Share your audience, occasion, preferred date, and what you hope people will carry away. We can discuss the format, scope, availability, and fee together.

[Discuss your event](#) · louis@louisrichardson.com