
storytelling In Business

PROGRAM OVERVIEW:

Great communicators tell stories. From the cave days, stories have been used to influence and inform. Storytelling can be used to clarify processes, clarify data, build communities, focus an organisation on a vision, release and build talent, market a product or person, teach, entertain, shock and calm. Storytelling is a powerful tool that great influencers and leaders use.

Storytelling in business has purpose and power, and is an important skill for anyone who ever has to persuade or explain concepts and proposals.

KEY LEARNING OUTCOMES:

By completing this course, you will learn how to:

- Understand the neuroscience behind storytelling's impact
- Find and build stories for corporate outcomes
- Include the key components of an effective story
- Build your ability to persuade using metaphor and story
- Engender empathy and perspective from your audience
- (Full-day version) develop non-verbal story showing skills

WHO SHOULD ATTEND?

- Everyone who wants to communicate better in the course of their work. Which is most of us. Whether you are an individual contributor, team member, CEO, or consultant. We can all benefit from bringing stories to life in our meetings, conversations and presentations.

PROGRAM INCLUSIONS:

All participants will receive

- Training from an accredited facilitator.
- Pre-workshop preparation pack.
- Workbook with key concepts.
- Post workshop learning transfer activity – supports practice of new behaviours in the workplace.



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DURATION:

- This is a half-day or a 1-day course. The 1-day version includes intensive practice and coaching, plus story showing module.

PROGRAM PREREQUISITES:

There are no prerequisites for this course. Participants are advised to bring relevant workplace examples and challenges that they can focus on throughout the course.

DETAILED PROGRAM OUTLINE:

Module 1: The Power of Storytelling

- Understanding the neuroscience of story
- Research into storytelling effectiveness

Module 2: Found Stories

- Stories coming naturally
- Using our own experience
- Other triggers for story opportunities

Module 3: Story Structure

- The five key components of a corporate story
- Crafting a story for a corporate outcome

(Full day) Module 4: Story Showing

- Non-verbal communication in storytelling
- Rehearsed and spontaneous gesture

(Full day) Module 5: Practice Lab

- Intensive practice and coaching
- Crafting and delivering a story for real-life scenario

