

STORY-TELL

Use narrative to help land key business messages

◆ ABOUT THE COURSE

Storytelling is an innately human way of communicating. But, in business communications, we don't apply these skills. We stay focused on facts and data, not understanding that stories are the most effective way to engage and persuade.

In this session, we will look at how a story can be used in a way cold facts and data cannot. Whether you are delivering a presentation or having lunch, you will learn how to relate a compelling narrative on the topic at hand and make a real impact.

◆ SESSION AGENDA

- 01 The Power of Stories**
Explore why stories are such an effective way to engage people, build trust and make messages memorable.
- 02 What Makes a Great Story**
Learn the key ingredients and structure that make stories compelling and easy to follow.
- 03 Building Business Stories**
Discover a practical framework for creating stories that support presentations, meetings and everyday communication.
- 04 Finding Stories Everywhere**
Develop the habit of spotting and collecting everyday experiences that can become powerful business stories.
- 05 Storytelling with Data**
Learn how to combine stories with data to make information clearer, more engaging and easier to remember.
- 06 Presenting Data Visually**
Understand how to present data and visuals in a way that directs attention and reinforces your key message.

◆ INTERACTIVE EXERCISES

The Power of Stories

Reflect on why stories stay with us and identify where storytelling could have the greatest impact in your role.

Story Builder

Choose a workplace message and begin developing it using the six-step business storytelling framework.

Collect a Story

Capture a real moment from your day that could be developed into a memorable business story.

Storytelling with Data

Take a piece of data or information from your work and practise turning it into a compelling narrative.

Visual Impact

Review a chart or visual and identify simple changes that make the key message quicker and easier to understand.

◆ LEARNING OUTCOMES

- ◆ Learn the key elements of a compelling story and how to use them for impact and change.
- ◆ Master the art of crafting and delivering engaging stories for any audience.
- ◆ Integrate storytelling into business scenarios like presentations and pitches.

FACILITATED SESSION

This is a facilitated, discussion-led workshop rather than a lecture. Your coach guides the group through practical exercises, encourages open discussion, and creates an engaging environment where participants can share experiences, challenge their thinking and learn from one another.