

Influencing Through Stories

Program Outline



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It is not enough to present facts and figures. You create true impact when you influence the audience through compelling and engaging storytelling. Weaving a narrative that connects with people emotionally is a powerful tool for leaders. Through stories, managers can inspire their teams, build stronger relationships with clients, and ultimately drive success for their organization.

Whether it is a personal anecdote or a case study, storytelling is a skill that can be honed and utilized leveraged in any industry or situation. With this program, we combine knowledge of experts across industries and help you build practical skills to craft an impactful narrative that resonates with your audience.

Objectives

Learn the nuances of effective storytelling through the following:

- ▶ Become a master storyteller: 4 key elements of storytelling
- ▶ Share stories and gather feedback
- ▶ Design stories for delivering impact
- ▶ Develop personal tone, style, and timing

Course Module

Module 1: Develop your blueprint

Module 2: Prototype your story

Module 3: Iterate to improve