

Effective methods of influence and persuasion through storytelling

# CORPORATE STORYTELLING

Course Duration: 1 Day

**iSpeak**

Premier European Partner

**NxtGEN**  
Executive Presence

## Who is this for?

### Business Professionals

looking to influence and persuade in the Boardroom, to colleagues or key stakeholders

### Managers and Group Leaders

looking to articulate data effectively to persuade others

### Senior Management

looking to present a compelling story to large audiences

## How Will You & Your Team Benefit?

- ▶ Learn how to use storytelling to effectively persuade and influence others
- ▶ Learn how to connect with people effectively to gain trust
- ▶ Increase your powers of persuasion by up to 46% through Corporate Storytelling
- ▶ Learn the most appropriate times to use storytelling in business
- ▶ Develop your own Identity Story and receive feedback
- ▶ Identify how to improve engagement with your audience
- ▶ Learn why stories are such a powerful tool and how we can all leverage them in communication
- ▶ Construct, rehearse and deliver your story to the audience
- ▶ Apply techniques to improve your engagement and presence
- ▶ Work on your body language and facial expressions as you speak
- ▶ Receive feedback from your peers and a professional speaker on each of your stories

## Course Content

### WHY AND WHEN?

- ▶ Why use stories?
- ▶ When to tell stories?
- ▶ 4 Elements of engagement
- ▶ Why stories are a powerful tool for persuasion?

### DEVELOP THE IDENTITY STORY

- ▶ Situations for using
- ▶ Methods for constructing

### PRESENT THE IDENTITY STORY

- ▶ With feedback / coaching

### STORY TEMPLATES

- ▶ Templates for Corporate Storytelling
- ▶ Inspiring others to action using voice and movement
- ▶ Create action, teach a lesson, or cast vision
- ▶ How to select a template

### LESSONS LEARNED

- ▶ Story
- ▶ Identify your situation
- ▶ Build your story

### PRESENTATION – FINAL STORY

- ▶ With feedback / coaching



**iSpeak**

Call us at [01 524 0257](tel:015240257) or email us at [info@nxtgen.ie](mailto:info@nxtgen.ie) for more information

[www.nxtgen.ie](http://www.nxtgen.ie)

[ispeak.com](http://ispeak.com)

## Paul Slattery and NxtGEN

Paul Slattery, the founder of NxtGEN is a dynamic, inspirational corporate communication and presentation skills coach who delivers compelling and captivating content through humour and storytelling. Paul has over twenty five years in strategic business planning, business development and management experience and has delivered workshops and keynotes in the USA, Europe, Asia and most recently China. Paul is a lecturer in corporate communication skills on the MBA Leadership Development Programme at UCD Michael Smurfit Graduate Business School and works with many organisations including VHI, Ornuia, Vodafone and many more.

## Testimonials

"The course exceeded my expectations. From content to structure to delivery, Paul gave us a masterclass in higher level communication and executive presence while sharing the theory behind each of his teachings...an immeasurable effect on how I design and deliver my presentations. An action-packed course with endless value."

**Richard Sherlock,**  
*Head of Health & Safety  
Sports Ireland Campus*

'Paul was instrumental in helping me improve my public speaking capability. He taught me how to create a compelling, engaging and memorable presentation and the importance of good delivery, which is mainly in the preparation. The audience pays more attention when a presentation is just like a good story: with a structured beginning, middle and end; and that's what I can now deliver. I have put Paul's guidance into practice and I am very grateful for his advice and direction.'

**Sarah McCluskey,**  
*Senior Marketing Manager  
Global Payments Inc.*

"For years, I have dreaded standing up and speaking in public and doubted my capacity as a company leader to articulate my vision to staff and customers. Paul and his team brought incredible energy to each engagement. Presenting was broken down into a tangible and practical toolkit removing the fear from the process. I would highly recommend the course to any professional, where speaking or presenting to groups of people is a crucial part of your role."

**Darren Ryan,**  
*CEO  
Deanta Global Publishing*

