



CORPORATE STORYTELLING

Make Stories from Data!

For Business Professionals

Who Should Attend?

- ✓ Business Professionals
- ✓ Managers/ Group Leaders
- ✓ Senior Management

How Will You 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

Workshop Description

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