

STORYTELLING FOR BUSINESS - 2DAYS

Effective business executives are good storytellers. Stories are the foundation of communication. Stories make people emotional and therefore easier to persuade. Today, storytelling competence can set you apart from your peers, and enable you to engage and inspire both internal and external stakeholders to action. Leaders know that if they want to see the desired behaviour more often, sharing stories past or present about people who exhibited those behaviours provide a clear example.

In this course, you will learn the art and science of storytelling to make a maximum impact whether in your presentation, changing the behaviour of your team members or in sales and customer service situations. Participants will learn to build a story inventory they can draw upon for various purposes.

Learning Objectives

At the end of the course, participants will be able to:

- Explain the value of storytelling as an influencing tool
- Types of stories and their components
- Analyze the audience's needs, wants and hook
- Apply stories to your data, and presentations to captivate your audience
- Link storytelling to behaviour change (action triggering)
- Balancing credibility, ethics and logic in storytelling
- Craft stories to meet specific communication needs
- Use stories to improve performance, customer service and sales

Learning Content

- Importance of storytelling for business

- Elements of storytelling
- The structure of a compelling story
- Types of stories in business
- Identifying opportunities for storytelling
- Tapping into the emotions of the audience
- Application of stories to business: presentation, customer service, sales, leadership, behaviour change
- Case Study: Storytelling the Steve Jobs way
- Practice: Write stories and lessons learned using a storytelling template

Duration: 2 Days

Fee: Negotiable

Discounts off regular fees for open programmes: 3-5 nominations – 5%

Programme also available as in-plant. Fee: Negotiable

For Whom

All managers / senior supervisors, customer service and relationship managers, sales professionals, Business development executives