## 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

**Learning Content** 

□ Importance of storytelling for business

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
$\ \square$ 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
$\hfill \square$ Use stories to improve performance, customer service and
sales

□ Elements of storytelling	
☐ The structure of a compelling story	
□ Types of stories in business	
☐ Identifying opportunities for storytelling	
$\ \square$ 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