

CORPORATE STORYTELLING

One of the most engaging tools a speaker can use to move the audience toward action is a well-told story!

For Business Professionals

Who should attend?

- ✓ Business Professionals
- ✓ Senior Management
- ✓ Managers and Group Leaders
- ✓ Sales Professionals

How you will benefit...

- Learn the most appropriate times to use storytelling in business
- Develop and deliver your own Business Narrative Story, then receive coaching and feedback
- Identify how to improve engagement with your audience using powerful communication tools
- Learn why stories are such a powerful influence tool and how we can all leverage them in communication
- Identify the sources for your own stories
- Use engagement techniques to improve the impact of your stories
- Receive business story templates you can use for every situation
- Learn how to pull your audience into the story
- Work on your body language and your delivery as you speak
- Receive feedback from your peers and a professional coach on each of your stories

Course Content

Why and When?

- Benefits of using stories?
- Situations for stories?
- Story templates

The Business Narrative Story

- Situations for using
- Methods for constructing
- The 3 parts of every story

PRESENTATION – Business Narrative

- With feedback / coaching

Construct and Deliver Stories

- Where to find stories
- How to structure your story
- How to deliver a story
- Elements of engagement

Supporting Story

- Identify your situation
- Build your story to support a point you want to make

PRESENTATION – Final Story

- With feedback / coaching

CORPORATE STORYTELLING

Delivery Formats:



Classroom



Virtual



Webinar

Course Activities



Define situations for stories

Work in groups to identify the business situations for stories.



Develop Your Stories

Learn different methods for arranging your stories for the greatest impact.



Deliver Your Stories

Each participant will deliver two stories in the class. You will receive feedback and coaching on each delivery.



Improve your story delivery

Use simple but powerful techniques to take your ordinary story and make it extraordinary!



Receive coaching on all stories

All stories are video recorded on the student's own device with feedback and coaching.



ispeak.com

info@ispeak.com

512.671.6711