



MASTER CLASS

MC2606: Influential Storytelling:

HOW TO PROMOTE CHANGE THROUGH STORIES



How You'll Benefit:

- Use storytelling to inspire teams and motivate change.
- Structure messages that show a clear need, path, and call to action.
- Create stories that engage emotions and reduce resistance to change.
- Communicate both simple and complex change messages with clarity.
- Build credibility and influence by using story frameworks tailored to business challenges.

Program Overview:

Change is rarely easy, and people often resist it unless they see a compelling reason to act. Storytelling provides the bridge that moves an audience from understanding a problem to embracing a solution. In this interactive workshop, participants will learn how to structure stories that influence decisions, reduce resistance, and inspire teams to take action. Using practical models like What-Why-How, the Wakeup Call, and the David and Goliath framework, learners will practice crafting powerful business stories that highlight the need for change, provide a clear path forward, and motivate others to act. By mastering influential storytelling, professionals will leave with tools to communicate complex messages in a way that connects, inspires, and drives results.

Agenda:

TOPIC 1

Why Change Is Difficult – Understanding resistance and why stories inspire action.

TOPIC 2

3 Steps Toward Change – Introducing need, plan, and action.

TOPIC 3

Story Elements of a Need – Hero, want, and obstacle.

TOPIC 4

Audience Evaluation of Risk – How people weigh risk before committing.

TOPIC 5

Simple Change Model (What-Why-How) – Crafting stories for lower-risk change.

TOPIC 6

Influencing Tough Changes – Using wakeup calls and compelling openings.

TOPIC 7

The David and Goliath Model – Inspiring action in high-stakes change situations.

TOPIC 8

Building the Path and Resources – Showing how success will be achieved.

TOPIC 9

Practice & Story Evaluation – Developing and testing story plans.

TOPIC 10

Workshop Summary & Commitments – Key takeaways and next steps.

AI Coaching Experience:

Scenario 1:

Influential Storytelling for Change: Practice using the Hero-Want-Obstacle and What-Why-How models to build a persuasive narrative that convinces your manager to approve your proposal.

Scenario 2:

Inspiring Change Through Storytelling: Practice using motivational storytelling to inspire your team to embrace new processes and overcome challenges using the David vs. Goliath narrative.

Delivery Format:

Virtual

Duration & Structure:

2 hours

Up to:

30 participants