



BUSINESS Storytelling

Communicating to Engage and Drive Action

How You'll Benefit:

- Transform business updates, data, and proposals into stories that engage and inspire.
- Build messages that move audiences from understanding to action.
- Use narrative structure to make ideas memorable and relatable.
- Strengthen communication impact by connecting emotionally as well as logically.
- Gain confidence using storytelling in meetings, presentations, and leadership communication.

Program Overview:

Storytelling is one of the most powerful tools in business communication. This workshop helps professionals move beyond facts and figures to connect with audiences through story-driven messages that engage both logic and emotion. Participants learn how to use storytelling to clarify goals, illustrate challenges, and inspire action. The session explores why stories work, the five key elements of a business narrative, and several proven templates for different communication needs—from motivating a team to explaining a change. Through discussion, practice, and feedback, learners develop stories that make information memorable and motivate their audiences to act.

Who Should Attend:

- **Leaders and managers** seeking to inspire teams and drive change.
- **Technical experts**, engineers, or analysts who need to connect their data to business meaning.
- **Business professionals** who want to communicate with influence and authenticity.

Tools You'll Receive:

- **5 Elements of the Business Narrative** – Framework for defining the gap, exploring solutions, and creating movement in a story.
- **Business Story Template** – Structure for aligning purpose, audience, and message to drive engagement.
- **Know-Feel-Do Model** – Defines presentation outcomes and audience actions.
- **Audience Analysis Tool** – Helps tailor stories to what the audience knows, cares about, and values.
- **The Executive Quick Model** – The verbal form of an executive summary. Great for project updates.
- **Executive Pitch Model** – Organizes persuasive messages that lead to action.
- **Story Templates** – Proven formats such as *Business Fairy Tale*, *Lesson Learned*, *David and Goliath*, and *Executive Quick* for different communication goals.



Concepts we'll teach you (Objectives):

- Understand the role of storytelling in business communication.
- Build stories using narrative structure to make complex information engaging.
- Identify the “gap” to show the need for change or action.
- Adapt story structure to different audiences and presentation purposes.
- Apply storytelling models to real-world business scenarios.

Activities:

- **Story Identification Exercise**—Identify workplace situations where storytelling can motivate, influence, or clarify, and outline potential story ideas.
- **Story Building Practice**—Use the *Business Narrative Model* to craft a short story with purpose, characters, a challenge, and a resolution.
- **Story Template Application**— Apply different story templates (*Business Story, Lesson Learned, David & Goliath, Executive Quick*) to tailor your message.
- **Peer Feedback and Coaching**— Share stories in small groups and use structured feedback to refine clarity, emotion, and business relevance.
- **Message Preparation Activity**— Use *Know-Feel-Do* and *Who-Know-Care* to strengthen story focus and inspire audience action.
- **Storytelling Presentation Practice**— Deliver a short business story, emphasizing authenticity and emotional connection, followed by instructor and peer feedback.
- **Reflection and Action Planning**— Identify opportunities to apply storytelling in upcoming presentations or meetings.

Agenda:

- Topic 1: **Why Tell Business Stories**
- Topic 2: **Supporting Story Templates**
- Topic 3: **Crafting Your Business Story**
- Topic 4: **The Elements of a Business Narrative**
- Topic 5: **Influence in Storytelling**
- Topic 6: **Implementation and Next Steps**

Delivery Format
In-Person or Virtual

Duration & Structure
7 hours

Up to
10 participants

Targeted Reinforcement:

1. **Short Cut Card (Included):** Quick reference guide of the tools and tips learned in class.
2. **AI Coaching Experience for 30 days** (Additional Charge)
 - **Scenario 1:** Pitching a Plan Through Storytelling: Use the What-Why-How model and storytelling elements (Hero, Want, Obstacle) to pitch a solution to your manager. Focus on structure, clarity, and influence to gain approval for needed resources.
 - **Scenario 2:** Inspiring a Team Through Change: Use the David and Goliath storytelling model to motivate your team to take on a difficult directive. Establish the need for change, outline your plan, and inspire belief that they can succeed—even under pressure.