



Storytelling for Business *One-Day Open Course* *Overview*

Storytelling for Business open course

Communicate with passion and engage directly with peoples' feelings

Data-driven information tends to speak to people's intellect – while stories stir their imagination and reach their feelings.

That's what makes stories such a powerful tool to engage and motivate. This Storytelling for Business course will help you communicate with passion and engage directly with peoples' feelings.

We will equip you with the skills and confidence to use the power of storytelling in business.

The content of each workshop will be shaped around the needs of the delegates, making the work relevant and practical.*

Ahead of the course, we'll provide pre-course preparation to get juices flowing and the mind focused...

This course will help you with:

- *The Power of Storytelling*
- *Demystify Telling a Story*
- *Bring Facts and Figures to Life*
- *Creating a Compelling Narrative*
- *How to Structure a Story*
- *Making Presentations Dynamic*
- *Creating Buy-In*
- *Strategic Storytelling*

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**Course Content*

History of Storytelling

- How we are hardwired to respond to stories
- How stories can be powerful tools to use in business

Jumpstart Storytelling

- Invite participants to share a story
- Create an emotionally expressive environment for the rest of the day

Sitting 'Round the Table

- Delegates will 'sit around the table' (campfire!) weaving storytelling elements into a business ideas

The Most Important Thing

- What people remember and how they remember it
- Explore the questions:
 - Can you change the Most Important?
 - Why would you want to?
 - What impact would that have?

Storytelling Techniques

- Different storytelling techniques that have proven effective in business
- Apply those techniques to your own situations and challenges

Analogies

- Practice creating analogies that help when there is factual information/numbers/data to deliver
- This exercise can also look at the 'meaning' behind numbers

Business Challenge

- In pairs, delegates will choose a business idea for which they want buy-in
- Use one story structure that most fits their personal style, write and present a strategic story, building a compelling case for their idea

Why Tell Stories?

- Explore the neuroscience behind why stories resonate with us

Storytelling Elements

- Unpick the stories people have told in terms of structure and storytelling devices

A Different Perspective

- Retell the story from one (often minor) character's perspective
- How this impacts the power of the story and changes how we hear it

Bringing Data Alive

- Use your data and facts to tell the story you want rather than leaving it to chance
- How assumptions and misinterpretations can be made

Connectives

- How connective phrases enhance stories and can build anticipation or tension

Story Structure

- Introduce a variety of story structures
- Choose three to demonstrate depending upon what would be most appropriate for the delegates on the day

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Logistics

Attending in person

At: Impact Factory

Suite 121 Business Design Centre

52 Upper Street, London N1 0QH

[Find Us Here](#)

Please use postcode [N1 0PW](#) if using Satnav and Google maps, which will take you to the front entrance of the building on Upper Street

Coffee will be served from 9:30am and lunch around midday.

Attending remotely

A **Zoom invite** will be sent to you by your trainer by 9:30am on the morning of your course.

- This is a **video-on** session – it will ensure that you get the most out of the training so please come prepared to have your video on if at all possible
- Bring a pen, paper and a coloured marker/felt-tipped pen (if you have one)
- Please join from a laptop or desktop computer, not from a phone
- Please dial in 10 minutes before our start time so you can test your audio and video

Course Time: 10:00am – 5:00pm

All of our open courses are delivered in a Hybrid format and delegates can change their mode of attendance from the original booking with up to one working day's notice.

Contact details



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