



Storytelling for Business

Workshop Overview

There's nothing like a well-told story. Storytelling connects us, helps us make sense of what's happening and communicates our values and beliefs. A good story makes us think and feel, and speaks to us in ways that numbers, data and presentation slides simply can't. But how do you tell a story on demand, in the heat of the moment, to make your point? During this experiential workshop you will learn how to craft and tell engaging stories that demonstrate your brand promises and will be remembered long after the meeting is over.

Workshop Objectives

- » Use a framework to create stories, analogies and examples to demonstrate your brand promises
- » Align communication of your brand promises to enhance your group's identity and the value you provide
- » Use stories to address objections and support your concepts with facts and data to validate your point
- » Incorporate vivid detail and an emotional tone to make your stories engaging and memorable

Deliverables and Takeaways

- » Multiple opportunities to practice telling stories and receive actionable feedback
- » Fully developed stories and analogies for immediate use
- » Individualized coaching to hone stories and integrate them into conversations

Program Details

- » Two, 3-hour sections:
 - » Section 1: Skills to create and tell effective stories
 - » Section 2: Define and align communication on your brand promises.
- » Two, 60-90 minute individual coaching sessions per participant
- » One, 90-minute group Learning Lab to share the stories and get feedback.
- » Sessions can accommodate up to eight people.

Fees include preparation, customization, facilitation and program materials. Travel beyond the metro New York area is additional.