
The Art of Storytelling in Business Communication

Storytelling provides an effective way to capture the minds and hearts of your listeners. That's because stories move people more effectively than facts alone. When you tell a story, you leverage a powerful communication tool that persuades, influences and motivates others — inspiring them to act.

This LIVE, virtual workshop will help you understand why humans are hardwired to respond to stories and why knowing your audience is crucial. Explore themes that will attract them and how different story structures will affect them.

With the knowledge you gain about brain science, story structure and audience, you'll write a story that resonates with your audience. Then you'll learn how to amplify its impact with strong visuals and dynamic delivery. You'll also discover the importance of using stories to present data and why demand for this skill increase as the amount of data continues to grow.

Session 1

Foundations of Storytelling

- List benefits of telling stories as part of your communications strategy
- Understand the brain science behind storytelling
- Explain how stories make connections through brain chemistry
- Describe how stories affect human behavior
- Discuss the most powerful story themes and plot structures

Session 2

Crafting a Powerful Story

- Assess audience members' backgrounds, needs and wants
- Use personalization to create more effective stories
- Understand the importance of selecting the right story
- Identify sources where you can find great stories
- Plan and write a story designed to persuade your audience

Session 3

Delivering Your Story

- Identify characteristics of effective storytellers
- Strengthen your presentation skills with dynamic delivery techniques
- Use visuals to reinforce the message of the story
- Employ stories to give meaning to data
- Explain how storytelling impacts the bottom line