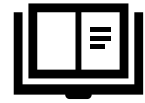


# CORPORATE STORYTELLING™

## For Business Professionals

One of the most engaging tools a speaker can use to move the audience toward action is a well-told story!



Course duration – 1 day

2 Video-Recorded Presentations

### How you will benefit...

- Learn the most appropriate times to use storytelling in business
- Develop and deliver your own personal “Who Am I?” Story and receive coaching and feedback
- Identify how to improve engagement with your audience
- Learn why stories are such a powerful tool and how we can all leverage them in communication
- Construct, rehearse and deliver your story to the audience
- Use techniques for improving the engagement of your stories
- Learn business story templates used to focus on the main point or the key objective for the story
- Learn how to pull your audience into the story
- Work on your body language and your delivery as you speak
- Receive feedback from your peers and a professional coach on each of your stories

### Course Content

- **Why and When?**
  - Benefits of using stories?
  - Situations for stories?
  - Story templates
- **The “Who Am I?” Story**
  - Situations for using
  - Methods for constructing
  - The “Who are we?” Story
- **PRESENTATION – “Who Am I?”**
  - With feedback / coaching
- **Construct and Deliver Stories**
  - How to find stories
  - How to build a story
  - How to deliver a story
  - Elements of engagement
- **“What’s the Point?” story**
  - Identify your situation
  - Build your story to focus on a point for the audience
- **PRESENTATION – Final Story**
  - With feedback / coaching

### Course Activities

#### Define situations for stories

Work in groups to identify the business situations for stories.

#### Develop the “Who Am I?” Story

Everyone should have several versions of this story. Learn different methods for creating this story and the similar-styled “Who are we?” story.

#### Deliver Your Stories

Each participant will deliver two stories in the class. You will receive feedback and coaching on each delivery.

#### Improve your story delivery

Use simple but powerful techniques to take your ordinary story and make it extraordinary!

#### Receive feedback on all stories

All stories are video recorded on the student’s own device with feedback and coaching.



### Who should attend?

- Business Professionals
- Managers and Group Leaders
- Senior Management
- Sales Professionals

### Who can you contact?

Please call us at 512.671.6711 or email us at [info@ispeak.com](mailto:info@ispeak.com) for more information.