

Tell 'em a Story

A guide to business storytelling



STORYTELLING?

Storytelling has become a widely accepted and effective communication tool that allows you to connect with internal and external customers. Rather than listing features, benefits and costs when communicating, it provides your customers with a storyline, making them remember you and your product, which helps your business stand out from competitors.

WHO SHOULD ATTEND?

Business storytelling is a key personal business skill that is beneficial to anyone who needs to convince customers, investors, board members or other stakeholders. It is intended for businesspeople, sales executives, and top managers, who want to deliver a striking message and make it memorable for their audience.

OFFERED SKILLS

After this course you will be able to understand the psychology of storytelling, discover stories in your environment, bring together critical elements to create and tell your set of stories, and tackle anti-stories.

Contact us for more information about cost, training dates and locations.

Course syllabus

PT1 - THE PSYCHOLOGY OF STORYTELLING

Our brain can easily fool us by jumping to conclusions. It is a myth that decisions are primarily taken by logic and reason, even in business. Storytelling is part of human nature and can therefore easily be used to lower scepticism towards a brand or a product.

PT2 - FINDING STORIES

Learn to know the various decision-making stakeholders and their sensitivities. Learn to recognise and discover stories in your business environment, as well as the different types of business stories.

PT3 - BRING STORY ELEMENTS TOGETHER

Stories are composed of a series of distinctive elements. Learn how to create them and bring them together to shape a successful narrative.

PT4 - SHAPE THE STORIES

Not every story is fit for every purpose. Select the most effective stories that will work to convince the stakeholders you are engaging.

PT5 - BRING THE STORY

Learn how to bring a story, to avoid common storytelling pitfalls, and to insert convincing technical details if needed. Stories can also be used to counter objections and to tackle anti-stories.

The one-day course contains plenty of exercises to train your storytelling skills, offers a storyboard template and includes role play to further sharpen your abilities.