



BUSINESS STORYTELLING: MASTERING THE ART AND DISCIPLINE OF BUSINESS NARRATIVE



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Storytelling is the most powerful way to put ideas into the world today

~ Robert McKee



WORKSHOP FRAMEWORK

Never has there been a time when business has been so hungry for storytelling than today. We know that stories are engaging – we tell them informally and people listen, they ‘get’ what we are saying and they remember it. Yet few leaders systematically harness the natural power of story in the workplace.

Business storytelling affords us an opportunity to be real, vulnerable, authentic and yet drive action.

Business stories differ from regular stories, in that you tell them with an objective, goal, or desired outcome in mind, rather than for entertainment.

When you tell a story well, it can create an intense, personal connection between your audience and your message. Effective stories can change our opinions, they can inspire us to achieve goals that were erstwhile thought as impossible, and they can show us how we can impact things for the better.

The Fact is that our stakeholders may not care about our marketing goals. But everyone likes a good story. The businesses that can tell one will have increasing advantage and business story telling is likely to be one of the most important leadership skills in the next five years.

This is 2-day workshop is for organizations that want to enable their leaders’ to experience the power of stories and while learning to tell them, develop the ability to impact and drive action.

This workshop will cover the foundations and principles of storytelling along with some hands-on tools and processes to apply to one’s projects. By learning and leveraging these storytelling principles and methods you will be able to create better product, brand, organization and personal stories.



AGENDA

This 2-day workshop comprises of five distinct modules:

1. Moving from 'the art' of storytelling to understanding 'the science'
 - a. The neuroscience of storytelling
 - b. The power of business storytelling

2. Story 'basics'
 - a. The narrative recipe: 6 Cs to a high impact story
 - b. The skill of story spotting

3. Leveraging story patterns
 - a. Understanding narrative structures, their application development and forms
 - b. The 'Fab 5' story patters to influence, engage and inspire action

4. Presentation tools
 - a. Delivery frameworks, tools and techniques to create narratives
 - b. Voice and Presence to inform, engage and inspire action.

5. Sewing it together
 - a. The role of archetypes and one's personal stories
 - b. Real-life story: Skill building session
 - c. Personalized feedback and group sharing

METHODOLOGY

This workshop is business focused, practical and designed to provide skills that can be applied immediately.

The workshop is not about myths, legends or the hero's journey. There is nothing fictional - we leave that to Bollywood and instead focus on real life business examples.

This workshop is highly interactive and experiential as we believe in the power of practical activities to foster learning.

Throughout the two days, participants will have an opportunity to understand, reflect and engage in hands-on activities designed to build skills and knowledge

KEY TAKE-AWAYS

Understand how to use storytelling more strategically to improve one's ability to engage, influence and persuade others

Develop the core stories to tell—i.e. the company's core story, the leaders own personal brand story and transformative stories that get people to think feel and act differently

Understand the difference between what information to share with whom, which relationships to bring emotional leverage to, and to inhabit a vision of the future that is compelling to be in the presence of.

Enable leaders to improve proficiency as a presenter and make that move from being an informative communicator to a high impact, inspirational, business storyteller.



Great Stories happen to those who can tell them

~ Ira Glass

