
THE ART OF BUSINESS STORYTELLING

LENGTH

½ Day – 2 Days

CERTIFICATION**FORMAT**

Live

Can the wisdom of Hollywood filmmakers be applied to the business world? This course introduces the elements of a great story and how applying them to professional contexts (Powerpoint presentations, business pitches, strategy sessions, fundraising, etc.) can achieve measurable results.

You will learn how to prepare and structure your story to communicate your message clearly and impactfully. You will tell your story, and will also receive feedback on your strengths and areas for improvement.

WHO SHOULD ATTEND?

Anyone who wants to communicate their messages more effectively and inspire and influence others.

LEARNING OUTCOMES

After taking this course, you should be able to:

- select an appropriate storytelling technique to suit your purpose
- plan, structure and deliver an effective business story

COURSE OUTLINE

The Hollywood**Storytelling Model**

- 7 storytelling techniques
- How Hollywood Directors set the scene
- Why and how scenes work to inspire results
- Choosing the right storytelling techniques for your story

Scene Thinking

- What is Scene Thinking?
- Structuring a business story using Scene Thinking

The STAMP**Methodology**

- What is the STAMP Methodology?
- Developing story access points for your content
- Presenting your story using STAMP

Story Lab

- Develop your own business story using Scene Thinking and The STAMP Methodology
- One-on-one review and feedback with instructor
- Group-wide final presentation