

COMMUNICATION AND INTERPERSONAL SKILLS

Storytelling for Influence

Use storytelling to influence, persuade and engage your audience.

WHO IT'S FOR

Leaders and professionals who need to engage, persuade and inspire action.

DURATION

1 day, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Recognise what makes a story compelling and memorable
- Find stories in your own work and experience
- Structure a story with a clear point and call to action
- Tailor stories to different audiences and situations
- Tell stories with confidence in meetings and presentations
- Use stories to build trust and bring people with you

ABOUT THIS PROGRAM

A strategy is explained in detail and forgotten by Friday. A proposal is logical but nobody feels it matters. A team has achieved something remarkable and no one outside it knows. Our storytelling training gives people a skill that facts and slides alone can't provide. Participants learn what makes a story compelling, find stories in their own experience, shape them with a clear point and tell them with confidence in meetings, presentations and everyday conversations. They practise several times, so they leave with stories ready to use.

Tailored to your organisation

We build in your strategy, values and the occasions your people speak, from corridor conversations to team meetings and client pitches. Participants do some light preparation beforehand so they arrive with material to work on.

> "Suzanne's delivery of what can be confronting topics was exceptional, made everyone feel comfortable and safe and we walked away with tools to improve our communication.
>
> Hinternoosa – Sirah

Talk to us about this program

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Enquire online