

OVERVIEW

Storytelling for Influence

OBJECTIVES OF THE PROGRAM

- Understand your audience and present from their perspective
- Clarify the objective and message of your presentation
- Discover how to present with confidence
- Understand and use the story-telling process
- Connect with and engage your audience
- Discover the nine proven ways to paint a picture
- Go from "making sense" to "making meaning"

FORMAT

- Live-online: 4 x 2.5 hour modules
- With a bonus one-on-one coaching session

CONTACT

- Nathan Czubaj (shoo-buy)
- nathan@mindsetunlimited.com

STORYTELLING FOR INFLUENCE

These days, our audiences are drowning in a deluge of data. Most presentations consist of slide after slide of charts and numbers. But the real value of the information we present is the story it tells.

It is our job to tell that story in a relevant and compelling way that drives action. When we do this, we are seen as a trusted advisor and a strategic partner.

HOW DO WE GET THERE?

Through discussion, practice, coaching, and video using your own presentations, we will help you transform a typical one-way monologue into an engaging discussion, with total focus on adding value to your listeners and delivering relevant information that aids in understanding and strategic decision-making.

WHY DOES IT WORK?

The key to helping you get results is peer learning and one-on-one coaching. Learning from each other, the key pieces you needed to effectively deliver your message, and not a word more.

WHY IT IS IMPORTANT?

Today, we need to do more than showcase data. We need to leverage our information. When you advise through stories supported by content, you are seen as a strategic leader adding exponentially more value to your organization.

"There is no greater power on this earth than story."

- Libba Bray