

## Storytelling for influence

90-minute virtual session

Data persuades the mind, but stories move the heart. Great leaders and communicators use storytelling to inspire action, build trust, and make their messages stick.

This practical session helps participants develop the skills to craft and deliver compelling stories that resonate with different audiences — turning dry facts and ideas into memorable, motivating narratives.

### Learning objectives

- Understand why storytelling is critical for influence and leadership
- Identify the key elements of an effective, memorable story
- Explore practical frameworks for structuring workplace stories
- Learn how to adapt stories for different audiences and purposes
- Build personal confidence in using storytelling to drive engagement and action

### Session format

Sessions are usually run on Zoom or Teams. Please let us know if you prefer a different platform.

Groups of up to 12 recommended, up to 20 if necessary. Please let us know if you have a larger group and we can tweak the session accordingly.

All participants receive a PDF of the slides, key learning points and pointers to further learning resources.

### Sample timetable

<b>9:00</b>	<b>Welcome and introduction</b> <ul style="list-style-type: none"><li>• Why leaders need storytelling skills</li></ul>
<b>9:15</b>	<b>Anatomy of a great story</b> <ul style="list-style-type: none"><li>• Characters</li><li>• Conflict</li><li>• Resolution</li><li>• Emotional hook</li></ul>
<b>9:30</b>	<b>Storytelling frameworks</b> <ul style="list-style-type: none"><li>• Practical structures (eg, Hero's Journey, Challenge-Choice-Outcome) for business communication</li></ul>
<b>9:50</b>	<b>Adapting stories for your audience</b> <ul style="list-style-type: none"><li>• Tailoring tone, emphasis, and delivery</li></ul>
<b>10:10</b>	<b>Action planning</b> <ul style="list-style-type: none"><li>• Crafting a story to use in an upcoming meeting, presentation, or communication</li></ul>
<b>10:25</b>	<b>Key takeaways</b>
<b>10:30</b>	<b>Close</b>