

Business Storytelling with Influence

A full-day workshop

Overview

This highly practical and interactive session equips participants with the mindset, tools, and behavioural insights needed to communicate with influence, clarity, and authenticity—particularly when engaging with senior stakeholders such as CEOs or executive-level leaders.

Whether you're a senior partner preparing for a critical board presentation or a graduate entering your first high-stakes client meeting, this course provides a clear methodology for preparing and delivering impactful communication under pressure.

Learning objectives

By the end of the workshop participants will be able to:

- Provide a clear methodology for preparing and delivering influential communication to very senior stakeholders – CEO's or equivalents – using authentic, practical tools, engaging with clarity and impact.

Learning outcomes

- An understanding of the behavioural science that governs us as humans when we communicate.
- Awareness of and confidence using specific, practical tools for effective communicators with very senior stakeholders who have limited time and different expectations.
- An ability to present with warmth and competence, flexing visual, vocal and verbal style, effectively influencing senior stakeholders to your desired decision, using strategic messaging.

Audience

This workshop is designed for professionals who need to communicate with clarity and influence to senior stakeholders — including executives, boards, and clients. It is ideal for senior managers, subject matter experts, client-facing teams, and emerging leaders who want to deliver high-impact messages in high-stakes environments.

Format

A highly practical full-day workshop for a group of up to 12 people.

'Pre-work'

Complete the 'Time Thieves' questionnaire, score it and bring it with you to the workshop.

The expert trainer

Alistair helps organisations, teams, and individuals, from apprentices to graduates to CEO's, to communicate and work better together. He has significant experience working with senior leaders including C-Suite for various blue-chip companies across a range of industries worldwide. Alistair is fascinated by the specifics of language and behaviour; how what we say and do leads to an outcome, and how if we change what we say and do, it can lead to a very different outcome. He works with clear objectives, tangible outcomes and lasting commitments, leading to impactful behavioural and cultural change.

Workshop outline

1 Welcome, aims and introductions

- ✓ Introductions
- ✓ Learning objectives

2 Energiser: 1, 2, 3

- ✓ Pair activity
- ✓ Performance under pressure
- ✓ Fear - impact

3 Self-awareness cycle

- ✓ "We don't see things as they are; we see things as we are".
- ✓ Self-awareness cycle
- ✓ Experience/ belief impact on behaviours
- ✓ Personal biases

4 Bad version

- ✓ Bad communication example
- ✓ Observation activity

5 Think like a scientist

- ✓ Adam Grant exploration
- ✓ Mindset shift discussion

6 Introduce the concept of business storytelling and The What – D.I.S.

- ✓ Storytelling model: D.I.S

- ✓ Think in stories
- ✓ Impactful message – stakes
- ✓ Revisit ‘bad example’

7 The How – body language, voice, words used

- ✓ Behavioural science research – body language, tone of voice, words used
- ✓ Make your message count
- ✓ How body language and voice can help/ hinder your message

8 Focuser: things in common

- ✓ Pair activity
- ✓ Value of being curious
- ✓ Science of influence related to rapport

9 Audience and objective – think, feel, do

- ✓ How am I coming across, am I making sense etc.?
- ✓ Who is my audience?
- ✓ What is my objective?
- ✓ What do I want them to think?
- ✓ What do I want them to feel?
- ✓ What do I want them to do differently?

10 Presidential debate videos

- ✓ 1992 U.S.A. Presidential debate - in/authentic communication
- ✓ Participant discussion

11 Applying the tools when preparing for a meeting with a very senior stakeholder

- ✓ Preparing for a meeting with a senior stakeholder
- ✓ Consider audience and objective
- ✓ Practice applying the D.I.S model

12 Delivery practice

- ✓ Share practice with group discussion – present short message
- ✓ Feedback – what went well, what you could do better

13 Recap

- ✓ Self-Awareness Cycle
- ✓ Think Like a Scientist
- ✓ D.I.S.



- ✓ Impact of the different elements of communication
- ✓ The behavioural science of rapport
- ✓ Audience and Objective: Think, Feel, Do
- ✓ Bespoke A6 cards illustrating all the tools are handed out to takeaway and kept to hand as a visual reminder.

Post-session

- Bespoke A6 size takeaway cards, kept to hand as a visual reminder to support these behaviours in becoming habits.

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