



# STORIFY YOUR THOUGHTS FOR BUSINESS IMPACT

## PROGRAM OVERVIEW

### PERSONA



Mobilizer

### COMPETENCY



Articulating Vision

### SKILL



Visionary Storytelling

This 2 day program enhances leaders' communication skills through storytelling techniques. Participants learn to find, organize, and articulate their thoughts to make presentations and conversations more memorable and impactful. The program includes practical exercises using the STORIFY CANVAS, a tool to help craft authentic and inspiring messages.

## PROGRAM OBJECTIVE

- By the end of this program, participants will:
- Plan and organize thoughts systematically to create impact.
  - Utilize storytelling skills to articulate their thoughts, persuade, clarify, and inspire teams and stakeholders.
  - Increase leadership capacity to lead and influence others through better communication.



# PROGRAM OUTLINE

## MODULE 1:

### THE POWER OF STORYTELLING IN LEADERSHIP

- Explore why storytelling is a vital leadership tool.
- Understand the psychology of stories and their impact on memory, emotions, and decision-making.
- Discover how storytelling aligns with articulating vision and inspires action.



## MODULE 2:

### IDENTIFYING YOUR LEADERSHIP STORY

- Learn techniques to uncover personal and professional stories that resonate.
- Define the purpose of your story—engagement, alignment, or influence.
- Practice identifying stories that align with your organizational goals and audience.

## MODULE 3:

### STRUCTURING STORIES FOR MAXIMUM IMPACT

- Introduce the STORIFY CANVAS framework for crafting narratives.
- Break down your story into key elements: Situation,
- Transformation, Outcome, and Application.
- Work on crafting a structured story that connects with your vision and message.

## MODULE 4:

### STORYTELLING FOR VISION ARTICULATION

- Learn to use storytelling to articulate organizational vision clearly.
- Develop techniques to connect stories with strategic goals and inspire commitment.
- Practice delivering stories that align personal leadership with team and organizational goals.

## MODULE 5:

### ADAPTING STORIES FOR DIFFERENT AUDIENCES

- Understand audience dynamics and tailor your storytelling for various stakeholders.
- Practice adapting your story to different team members, departments, or external partners.
- Explore how to use stories to bridge gaps and foster alignment.



## MODULE 6:

### MASTERING DELIVERY AND INFLUENCE

- Enhance delivery skills: tone, body language, and emotional engagement.
- Practice storytelling techniques to captivate and inspire.
- Gain feedback from peers and facilitators to refine delivery and storytelling impact.

Period

2  
Days

Program designed for:

Department Manager,  
Functional Manager

CEO,  
Managing Director,  
Division Head