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

• Plan and organize thoughts systematically to create impact.

• Utilize storytelling skills to articulate their thoughts to persuade, clarify, and inspire teams and stakeholders.

• Increase leadership capacity to lead and influence others through better communication.

PROGRAM OUTLINE

MODULE 1:
COMMUNCATION FOUNDATION

- Understand the 4 levels of communication proficiency
- Applicable tips for better communication & presentation
- Explore different types of listeners and how to communicate with them

MODULE 2:
THE BUSINESS IMPACT OF STORIES

- Understand how stories can help create business impact

MODULE 3:
FIND YOUR STORIES

- Discuss examples of story sources
- Build your own "Story Box" to start collecting business-relevant stories today

MODULE 4:
STORYTELLING TACTICS

- Experience telling tactics that will engage any audience

MODULE 5:
STORIFY YOUR THOUGHTS

- Understand the 4 different ways stories can fit into your presentation or communication
- Practice organizing your thoughts using Slingshot's signature Storify Canvas to Persuade, Clarify, and Inspire

MODULE 6:
MAKE YOUR ENTIRE PRESENTATION A STORY

- Actionable guidelines on how to best structure a presentation using Storify concepts
- Interactive workshop to practice structuring a real presentation using Storify concepts

MODULE 7:
PUT IT ALL TOGETHER

- Summary of story structures, canvas, and telling
- Putting knowledge into practice

Period

2 Days

Program designed for:
- CEO
- Managing Director
- Division Head
- Department Manager
- Functional Manager