

Business Storytelling

Business storytelling is an appendage of branding & communication, that portrays a business through its style, features, benefits, team, skillset, vision, mission, portfolio, etc.

Program Details

Craft a narrative to motivate and inspire.

Business storytelling is the art of expressing business communication as a well-defined, flow-oriented story. When we convey any business/internal communication in the form of a story, something clicks within the recipient. The impact is massive.

When listening to a story, there is a heightened increase in empathy, compassion, and trust. Our social behavior is influenced by story listening. That is why, when a business tells a story, the whole world relates to it.

A story builds a connection. This is exactly how brands make use of business storytelling to engage with followers.

Whether you need someone to support your organization, get behind your idea, or get excited about following your lead, refining your storytelling skills can help. During this virtual session, you'll learn how to shape your idea into a story. You'll create a story brief, iterate and evolve your story through prototyping and gathering feedback, and hone your tone and style. Get storytelling tips and gain tools and techniques that will help you bring your vision to life and create stories that influence and inspire.

Training Outcomes

- Gain a framework that will help you develop and hone your story.
- Understand your audience, their needs, and what you're trying to achieve with your big idea.
- Create a prototype of your story that will help you shape it, share it with others, and make it more powerful.
- Increase your ability to engage and inspire others through the development of tone and style.
- Craft a story that brings your vision to life and motivates others toward action.



Training Length

1 – 1.5 Hours