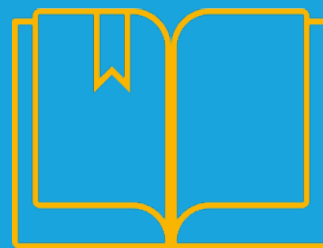


Storytelling for impact and influence



Course for companies

Live online

In person

**Who is it for?**

Any team who need to inspire and influence others or express complex ideas powerfully and memorably.

Delivery

We can deliver this course live online or in person.

Participant numbers

From four people up to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

Course length

Flexible – typically two intensive half days of online training or a one-day in-person course. Option of individual analysis and an additional half day of one-to-one coaching sessions.

Pricing

Cost varies depending on numbers. Please get in touch to talk about your group:

+44 (0)1273 732 888**info@emphasis.co.uk**

Use AI to build real, human intelligence

With your permission, we will show learners how to use AI tools to enhance the skills taught in this course.

We focus on using the technology intelligently and critically. Learners discover how to combine AI's efficiency with essential human skills, enabling them not just to work more quickly but to think clearly and communicate confidently.



Harness the power of strategic narrative

Have you ever had a colleague or customer ignore your recommendations and make a decision that just didn't make any sense?

In the professional world, we tend to think that the way to influence those around us is through logical argument. But when it comes to how people really decide, logic actually comes second to something far more powerful.

Neuroscience and psychology research suggests that we usually base our decisions on emotion, not logic. (It's only afterwards that we retrofit logical reasons to justify them.) So to achieve true, lasting influence, you need to tap into the audience's emotions.

The best way to do that is through *story*. As humans, we tell ourselves stories all the time, from the instant we wake up to the moment we finally drift off to sleep. This inner narrative is how our brain makes sense of the world. To change anyone's mind you need to interrupt that silent monologue and replace it with a new, more compelling one.

Stories also shape our organisations: stories of how they were founded, of the challenges we face, and of our people, products and customers. So they hold the key to how everyone makes progress together.

This expert-led course reveals the science of storytelling and shows you exactly how to harness it for impact and influence.



'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,
Talbot Underwriting Services

About the course

This practical, engaging programme is run by an expert trainer who has spent their career connecting audiences with ideas through powerful storytelling. It reveals how to develop and share strategic narratives that connect with prospects, clients, customers and colleagues. Learners discover how to use story to build authority and influence that endures. It usually runs as two half days online or one full day in person. But we can adapt both the course length and content to suit your needs.

Sample learning objectives and course outline

All our courses are bespoke. But typically, your team will learn how to:

- ✦ understand the difference between presenting information and shaping a decision
- ✦ take charge of the narrative instead of surrendering control of it
- ✦ find the stories worth telling in their own work and organisation
- ✦ hook the audience, creating curiosity to know what comes next
- ✦ engage and communicate emotion (intentionally, not accidentally)
- ✦ use 'microstories' to turn routine updates, emails and slides into something the brain can't ignore
- ✦ sidestep the brain's mental shortcuts that lead to poor decisions
- ✦ drive action and create impact through compelling stories that stick.

Day 1

9.30–12.30

Understanding story

Introduction and course overview

What are stories and why do we need them?

Why stories are the brain's internal language

Identifying your objective and key message

The elements of a good story

- ✦ Characters, plot and message
- ✦ Examples: from Apple to The Body Shop and Sony

Building and sustaining interest in longer formats

How we can use stories

- ✦ Team and organisational inspiration
- ✦ Coaching and mentoring
- ✦ Technical training and briefing
- ✦ Influence and impact

Day 2

9.30–12.30

Identifying and sharing stories

Introduction and recap

Finding useful stories

How to write the story

- ✦ Need, message, source, method of delivery
- ✦ Language, tone, structure, pace, facts, dialogue
- ✦ The SUCCEsS model

Building authentic authority

Delivering stories effectively

- ✦ Finding the moment, managing expectations and reactions
- ✦ Monologue vs dialogue

Microstories – the key to natural, everyday storytelling

Summary and close



What does the programme include?

The training will be as unique as your organisation. We'll work with you to help identify and pull out the stories that matter to you and your clients. And we'll incorporate real-life examples of your documents and content to make the training materials and exercises genuinely relevant to your team.

Most programmes include our popular unique individual analysis of a sample text from each learner, from which we produce a graphical representation of its strengths and areas that need work. The trainer will then talk through the results with each participant individually, giving them targeted feedback that enables them to focus on their specific problem areas and make rapid progress.



A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing habits and building skills takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that reinforce the training and target any ongoing problem areas. Or you could complement the training with **targeted seminars**, bespoke webinars or e-learning.

Individual analysis and feedback

Individual analysis of learners' documents plus one-to-one feedback with the expert trainer, showing each person exactly how to apply what they've learned.

Coaching clinics

Individual coaching sessions to reinforce and build on the main course, enabling learners to benefit further from the trainer's knowledge and experience, one to one.

Trusted by over 1,000 organisations worldwide, including:



Get in touch to discuss
your communication course today

Call: +44 (0)1273 732 888
Email: info@emphasis.co.uk