

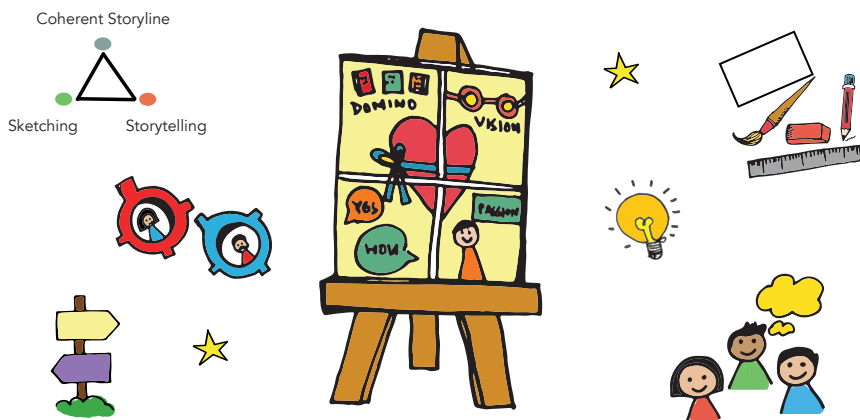


# INFLUENCING THROUGH STORIES



# STORYTELLING FOR INFLUENCE

"There can be few talents more important to managerial success than knowing how to tell a good story." Hatter, M. Harvard Management Update, 2011



The Age of PowerPoints is past. Whether you need someone to support your decision, back your idea, or get excited about following your lead, refining your storytelling skills can help. In this workshop, you'll learn practical storytelling tips and techniques that you can put to use in a corporate environment. You'll create a story brief to identify your key stakeholders, their needs, and your big idea; explore different mediums for telling your story and create multiple versions to gather feedback from others; and work on tone, style, and timing to better engage your audience.

This workshop will help you craft a compelling narrative, inspire others to follow your lead, and connect with diverse audiences. Walk away with confidence in your ability to motivate people toward a vision and make meaningful change in the world through storytelling.

## Who should attend?

This programme is for anyone who wants to learn how to influence others (seniors, juniors, peers, customers, family members or other stakeholders) to action.

## How you will benefit:

Storytelling is an essential tool for creativity. This workshop can help you get past the PowerPoint slides and make your stories and presentations more impactful. Learn to engage your audience—whether it be your colleagues, clients, or any other stakeholder—and motivate people toward change by telling stories that sound and feel unmistakably human. Catalyse people toward action and start creating impact through the power of storytelling.

## This course will help you:

- Learn to express your ideas clearly, visually, and emotionally.
- Determine the big idea (or key takeaway) of your story.
- Prototype and practice your story by testing out your ideas
- Gathering feedback as you refine your narrative.
- Tell stories your audience wants to hear and take people on an emotional journey.
- Craft your own story or presentation.
- Create impact through your story.

## Program Outline:

### Day One

- Why Story telling?
- Story telling can be learnt
- Telling the story right: 4 key elements of performance
- Narrative Patterns
- Developing your blue print
- Identifying your key stakeholders, their needs, and your big idea.
- Identifying your audience, the key takeaway of your story
- Choosing the medium

### Day Two

- Build Storytelling prototypes
- Getting your story out of your head and into the hands (and minds) of others for feedback.
- Get tangible and comfortable with sharing ideas that are in progress.
- Design for Impact
- Develop your tone, style, and timing to better engage your audience.
- Make your story more human and inspirational by adding your secret sauce—your voice, your emotion, your perspective, and your vision.

## What earlier attendees have said:

“ This is the second training program with you. FocusU has always made the learning's more interesting. The topics are converted into activities and the learning from the activities are then discussed as topics which makes us to relate it in real time. The best part is there is no PPT in the training and the team is always courteous enough to take our inputs for any discussion. I would love to attend any of the future trainings conducted by FocusU and I would also surely encourage my team members to attend any of the trainings conducted by FocusU

– Selvam Thamizharassan,  
Manager Consulting, CGI

“ I have never received such overwhelmingly positive feedback from each and every participant before for any other program! Unlike typical training filled with slides, theories and handouts, FocusU brings in a different way of learning while enjoying participation. Their use of simple activities to relate with key learning points makes learning more effective. Moreover, the level of energy, positivity and enthusiasm the trainers exerted within the participants was brilliant. All the best to Focus for their future endeavor. ”

– Taslima Jaigirder,  
HR Business Partner, Unilever Bangladesh

## About FocusU:

FocusU Engage is one of India's leading names in the field of Experiential Learning. Since 2010, FocusU has been on a mission to transform corporate training in India. The inspiration behind FocusU is a line from Walt Disney that says "Laughter is no enemy to learning". Customers today swear by the FocusU experience when it comes to workshops around Leadership, Innovation, Team Dynamics, Team Engagement and HR Solutions. We run around 400 experiential workshops every year that touches the lives of 30000 people on an average.

To learn more about us, drop in at:

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