Influencing Through Stories

Program Outline

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The Need for Influencing Through Stories

Don’t we all love stories? Do you remember your favorite childhood story?

For generations, storytelling has been a powerful tool for imparting knowledge, shaping values, and sparking change. In the professional world, business storytelling is no longer just an art, it is a strategic skill that enables individuals to captivate audiences, simplify complex ideas, and drive meaningful outcomes. Stories can broaden perspectives, evoke emotions, and inspire action, making them an essential asset in leadership, sales, training, and communication.

Influencing through stories isn’t just about narrating events; it’s about crafting authentic, well-structured, and compelling narratives that resonate with audiences and align with organizational goals. Whether you are persuading a client, motivating a team, or presenting a new initiative, mastering storytelling can elevate your ability to inspire thought or action, communicate ideas effectively, and create lasting impact.

At its core, storytelling enables you to:

Stand out :

Effectively communicate ideas and gain recognition for innovative thinking.

Become a trusted leader :

Build credibility, enhance connections, and inspire trust.

Drive action :

Influence decisions and motivate teams toward shared goals.

Navigate career growth :

Demonstrate leadership potential and shape your professional narrative.

At **FocusU**, we believe that stories are important because they create an IMPACT and call the audience to ACTION. Business storytelling is more than just recounting experiences it’s about delivering impactful messages in a structured, persuasive, and engaging manner, ensuring that your voice is heard, your ideas are valued, and your influence extends beyond words into meaningful action.

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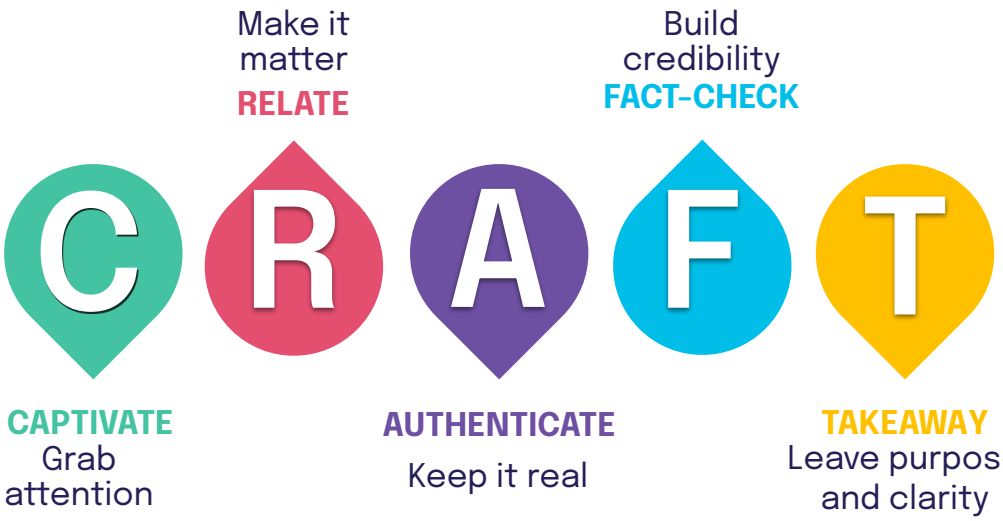
Integrating the Skill of Influencing Through Stories

This program empowers participants to understand the power of storytelling in influencing others. It highlights that storytelling evolves with experience and insight. Crafting impactful stories that resonate with your audience requires consistent effort and reflection, but it's the key to fostering meaningful connections and influencing change.

By mastering the art of storytelling and supporting your narrative with facts, you can captivate your audience, increase your influence, and elevate them on a journey that strengthens your professional presence, unlocking new opportunities for long-term success.



Investing in the art of storytelling will highlight the power of authenticity and strategic narration in influencing others, enabling you to captivate audiences, drive meaningful connections, and create a lasting impact in both professional and personal spheres.

> **People don't buy what you do, they buy why you do it.**
>
> - Simon Sinek
> *Leadership Author and Speaker*

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Program Objectives & Flow

The program is designed to help learners:

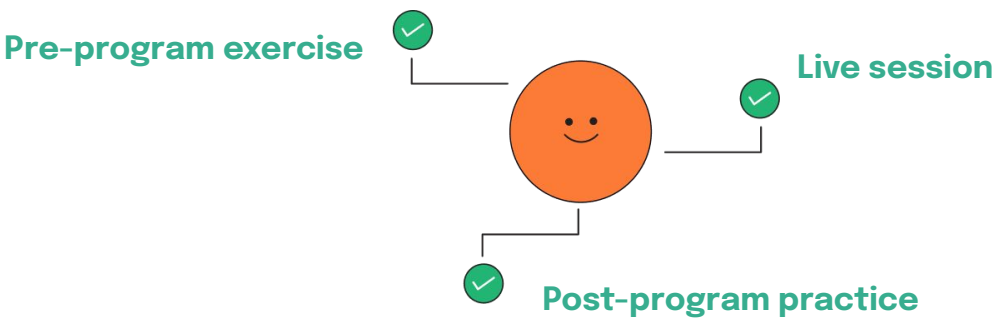
- Recognize the impact of storytelling and the opportunities to use it at work
- Identify the key elements of business stories that help create meaning and connection
- Use storytelling techniques to influence, inspire, and engage stakeholders

Program Flow

This program comprises a full-day session flow. The duration for the live session is only an estimate and is adjustable to a half-day or extendable up to 2 days based on training needs or scheduling requirements.

The program on **Influencing Through Stories** is organized as follows:

Pre-program exercise	To be completed individually by participants before the live session	20-30 mins approx
Live session	To be attended by all participants (refer to details in program agenda)	1 - day program
Post-program practice	To be completed individually by participants after the live session	20-30 mins approx



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Modules

Introduction: Context Setting and Session Overview

Building on Existing Knowledge Activity

- Sticky Stories

Module 1: The Power of Business Storytelling

- Storytelling Vs. Business Storytelling
- Self-Reflection Questionnaire: Stories & Me
- Why are Stories Important?

Module 2: The Blueprint of Business Stories

- Scenario Spotlight: The Rescue - When Ranbir Dives in to Save the Day
- At Work We May Use Stories to...
- Build Your Blueprint
- Empathy Mapping

Module 3: Framework: CRAFT Your Story

- **C**aptivate: Grab Attention
- **R**elate: Make it Matter
- **A**uthenticate: Keep it Real
- **F**act-check: Build Credibility
- **T**akeaway: Leave Purpose and Clarity

Application and Retrieval Practice

- Identifying Watch Outs
- BIG Idea Storytelling Challenge

Wrap Up: Key Takeaways, Reflection and Summary

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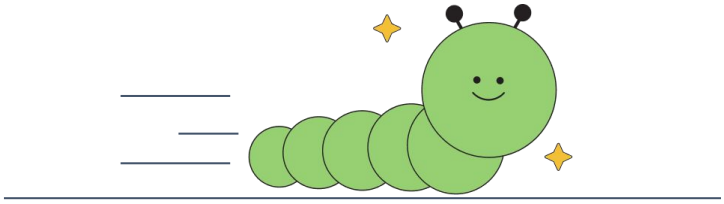

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To know more about us, drop in at: www.focusu.com

We are a very friendly bunch, so do feel free to reach out to us through:

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