

## Strategic Business Storytelling

Can your team craft narratives that resonate with stakeholders and drive strategic objectives? Do they possess skills to captivate their audiences and inspire action?

This practical course equips participants with techniques to plan, structure and deliver stories that create connection and gain buy-in to key messages. Participants will learn how to engage stakeholders and influence perceptions by applying storytelling techniques and communication strategies that support your purpose. Using stories successfully will allow your organisation to convey messages that engage your stakeholder and drive business growth.



[www.britishcouncil.org](http://www.britishcouncil.org)

Objectives	Benefits
<ul style="list-style-type: none"> <li>Plan, structure and tell engaging business stories that connect with your stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>Participants will gain skills that engage stakeholders with key messages using storytelling to drive strategic business goals.</li> </ul>
<ul style="list-style-type: none"> <li>Create connection and buy-in to key messages using effective storytelling techniques that promote intended outcomes.</li> </ul>	<ul style="list-style-type: none"> <li>Stakeholders will be able to understand and connect with the values and goals from business stories.</li> </ul>
<ul style="list-style-type: none"> <li>Engage and persuade your audience to act through using coherent narrative as well as effective verbal and non-verbal communication techniques.</li> </ul>	<ul style="list-style-type: none"> <li>Your organisation will increasingly influence audiences with engaging stories that enable business growth.</li> </ul>

- Developing level course: take your skills to the next level
- Experience: strong establishing level skills.
- Minimum advanced (C1) level English

# Strategic Business Storytelling - Course outline

Module	Competency
<b>Everyone loves a good story</b> <ul style="list-style-type: none"><li>Your storytelling situations at work</li><li>What's your story?</li></ul>	<ul style="list-style-type: none"><li>Set goals to improve strategic business storytelling skills by analysing situations at work against criteria for effective performance.</li></ul>
<b>Making sense of our business world</b> <ul style="list-style-type: none"><li>Persuasion and the power of story</li><li>Tools to combine stories and data</li></ul>	<ul style="list-style-type: none"><li>Influence your audience by aligning business stories to business objectives and audience interests.</li></ul>
<b>Creating a good story</b> <ul style="list-style-type: none"><li>Structuring your story</li><li>Three storytelling techniques</li></ul>	<ul style="list-style-type: none"><li>Structure your story using techniques that align with your story outcome.</li></ul>
<b>Developing your story</b> <ul style="list-style-type: none"><li>Deciding on your key message</li><li>Developing characters and tension</li></ul>	<ul style="list-style-type: none"><li>Use strategies to create an engaging and memorable narrative.</li></ul>
<b>The storyteller</b> <ul style="list-style-type: none"><li>Starting a strategic business story and narrative</li><li>Using your voice for atmosphere</li></ul>	<ul style="list-style-type: none"><li>Apply tools and techniques for starting a powerful business story.</li></ul>
<b>Telling your story</b> <ul style="list-style-type: none"><li>Tell your story</li><li>Setting goals and action planning</li></ul>	<ul style="list-style-type: none"><li>Develop plans to achieve business storytelling goals by selecting tools and techniques for effective performance.</li></ul>