

BUSINESS STORYTELLING WORKSHOP

Learn How to Communicate Your Strategic Business Story



Strategy
Generation
Company

The secret to communicating your strategy doesn't start with the presentation; it starts with the story.

An integral part of most any business process is being able to communicate your strategic story to others so that you can obtain their buy-in. And while presenting your story may seem easy, presenting it in a way that will elicit your audience's full support requires an entirely different set of skills.

Our Business Storytelling Workshop helps you develop the key skills you need to both create and deliver truly engaging business presentations – whether you are presenting your strategic plan or any other business story you may need to tell. The workshop focuses on the two critical areas of developing and communicating your story, and gives you the opportunity to not only hone your presentation skills, but also plan for putting those skills into practice!



WHO IS IT FOR?

Product Managers
Product Leaders
Business Leaders



WRITING YOUR STORY

The first step in developing world-class business communication skills is to learn how to write a story that people actually want to listen to. We will step you through this “storyboarding” process using our modified version of the well-known dramatic arc as a guide.

TELLING YOUR STORY

With your story fully outlined, the next step in the process is to help you deliver your presentation in a way that both engages your audience and gets your message across. We'll provide you with all the tips, pointers, and guidance you need to present your story like a pro!



CONTENTS

YOUR AUDIENCE

- Audience Segmentation
- Audience Personas

YOUR STORY

- The 5 Elements of a Story
- Building Your Story Arc
- Storyboarding Your Presentation

YOURSELF

- Presence
- Projection
- Timing
- Engagement
- Authenticity

INFORMATION

FORMAT

- 12 hours of live virtual instruction delivered over 3 half-day sessions
- Designed for between 8 and 12 participants
- **Customized versions also available**

MATERIALS

- Digital workbook and framework
- Access to our **Strategic Storytelling Toolkit**

CONTENT BREAKDOWN

- ~45% Group Instruction
- ~55% Exercises and Discussion

OUR TRAINING PROGRAMS

PRODUCT MANAGEMENT WORKSHOPS



Strategic Product Management



Product Strategy Generation



Business Case Development



Go-To-Market Planning



Life Cycle Planning

STRATEGIC SKILL DEVELOPMENT



Strategic Thinking



Strategic Leadership



Voice Of Customer



Business Storytelling



Business Creativity



Strategy Generation Company

Strategy Generation Company offers training, coaching, and inspiration for product and business leaders.

We focus on helping both groups and individuals tap into their own creativity, generate new strategic ideas, and develop the key skills needed to succeed in strategic business environments. Contact us today to learn more!