



Storytelling for Business

Course Description

We believe stories are an essential tool for business because stories are how people make sense of the world. If you want others to remember what you say, to care about your ideas, and to act on them then this class will be a good fit for you. Our Storytelling for Business course takes storytelling beyond the confines of once-upon-a-time stories to include metaphors, analogies and everyday information sharing. This is our most interactive class. In it, you will learn to apply the four key story elements to a variety of business situations including at least one of your own.

Outcomes:

- Learn the four key story elements
- Practice applying each one in a series of scaffolded, small group breakouts
- Broaden your application of story elements to include situation-problem-solution frameworks, metaphors and analogies
- Leave with a fully developed story, analogy or SPS framework that you build for yourself and can immediately apply

Course Outline

- Explore your own, unique business storytelling needs
- Learn the four key story elements
- Sequentially build your storytelling skills by practicing each one in small group breakouts
- Discover the difference between just-for-fun social stories and business stories
- Learn to apply situation-problem-solution frameworks to your everyday business communication
- Practice developing metaphors and analogies
- Apply the lessons learned to your own situation by developing a business story you can immediately use