

Business Storytelling Workshop



Date: 26th August 2017 (Sat) Venue: To be decided

Course Overview

Great managers are big influencers and they can't afford to influence with out-of-date tools. In today's business scenario you need the simple yet compelling power of business stories to influence your teams. Business Storytelling Workshop equips you with the right tools, techniques and tips to master the science and art of business stories.

Training Methodology

The training method follows this general pattern:

- Instructor-led discussions
- Exercises and activities
- Simulations
- Demonstrations
- Supported with full written notes to take away
- Action planning by participants to implement the learning back at their workplace

Who should attend

This workshop is for HR Professionals and Leaders, Sales and Marketing Managers and Leaders and Operations Professionals who would like to develop the skills of influencing

Course Objectives

- Explore Business Storytelling – What, When, Why, Where
- Review Business Stories- Components, Types, Structure, Sources
- Work upon Stories that work for- Presentations, Driving Change, Sales, Coaching and Motivation
- Draft your own Stories
- Discover your Storytelling Style
- Use Data in Stories
- Master the Art- Process

Session Plan

Session 1: Explore Business Storytelling

- What are business stories?
- How is a business story different?
- Why to use business stories?
- When to use business stories?

Session 2: Review Business Stories

- Review different types of Business Stories
- Components, Types, Structure and Sources

Session 3: Working With Stories

- Working with Stories that work for- Presentations, Driving Change, Sales, Coaching and Motivation
- Using Data in Stories

others with the power of business stories.

Investment

1500 INR

To Register

Deposit via EFT: Atul Sharma
Account Number: 002901548842
ICICI, GK branch, W-57, GK-1
ICIC0000029
PAN No: BHQPS4098J
or transfer via Paytm at 9999 5989 64

Timing of the Course

Training 9.30 am - 5.30 pm

Session 4: Drafting your Own Stories

- What incidents qualify to be a story?
- How to find personal stories?
- How to tell a good story?
- Discover your Storytelling Style

Session 5: Excelling in the Process

- Mastering the process
- How to present a story with a twist?
- How to re-use stories?
- Honing skills
- Developing a personal action plan

www.oasisoflearning.com

info@oasisoflearning.com | +91 9999 5989 64, 999959 8464