



INFLUENCING  
WITH STORY™

### **Story influences.**

*A well-told story breaks through the noise of data, chatter, and generic outputs.*

### **Influencing with Story is a craft.**

*Mastering it requires a timeless blueprint, an experience to inspire, a modern tool to hone it and practice.*

#### **The details:**

The full *Influencing With Story™* learning journey includes a live group session (in person or virtual), 90-day access to pre-work modules and post-session resources on our online platform.

Organizations can integrate these digital assets directly into their own systems, creating powerful, in-the-flow-of-work coaching resources.

# Influencing with Story™

*Mastering Influence: The Craft. The Coach. The Outcome.*



### **The Craft: Learning the Story Spine**

In the live workshop, you get inspired to become the storyteller who shapes influence. You will learn a proven, repeatable narrative structure — the Story Spine — that guides you to build and tell your story of influence. This structure reveals the hidden tension in your message and connects emotionally with your audience, making your ideas and recommendations powerful where data alone falls short.

Stories awaken motivation by moving your audience from uncertainty to commitment. You will discover how to frame your story, confront a challenge, and lead your audience to a transformative outcome. This is not just storytelling; it's strategic influence.

### **The Coach: Your AI Sparring Partner**

Transition from story to storyteller. Mastery comes through practice and iteration. That's where the *AI Story Coach* becomes your confidential sparring partner for 90 days after the workshop.

This is not a generic AI designed to tell everyone's story. It's your private coach, built on a library of established frameworks for narrative structure and influence. It provides a safe space to ideate, iterate, and edit until you get it right.

Your AI coach will assist you in applying these frameworks to your own real-world challenges, finding your core message, structuring your plot, and editing your draft until it is clear and forceful.

### **The Outcome: Stories That Inspire Positive Change**

You will leave with:

- A proven method for building stories that influence behavior and decisions.
- A powerful, real-world story ready to engage a key stakeholder.
- The confidence and skill to turn any challenge into a clear and powerful story using the *AI Story Coach*.
- The skills and a proven framework to replicate that success.

Influence is a craft learned through instruction and perfected through private, guided practice. With the Story Spine as your blueprint and the *AI Story Coach* as your partner, you will transform how you communicate and lead.



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