



# 1-DAY ADVANCED STORYTELLING PROGRAM This program is designed for average.

This program is designed for executives, VPs, and above. At these levels, you need to know how to tell stories on a panel, in a meeting or presentation, and in general. The program allows for practice rounds, with each participant leaving with 3 well-written stories that they can use in daily work. Participants learn four key elements and goals in writing exceptional stories and they learn tools and tips for effective storytelling.

**Expected Outcomes** | Participants walk away with three stories that they can immediately use in professional and leadership settings. Attendees will be able to present centered in their Authentic Executive Brand, be able to tailor their message to a diverse audience and will learn crisp storytelling tools that will save them time in crafting presentations and messaging.



#### Time

1-Day



#### **Format**

In-Person



#### **Staffing**

1 Facilitator



#### **Participants**

Maximum 24 participants



### Audience

Executives, VP's, Senior VP's, and high potential leaders

## **Key Topic Areas**

- Authentic Executive Brand Statement
- Audience Understanding Matrix
- Style Recognition
- Know Your Audience
- Storytelling Elements
- Al-Assisted Writing

#### PRE-PROGRAM

Virtual Kickoff Meeting

takes one hour or less to complete

DAY 1 - PART 1 8:00 AM - 12:00 PM

Opening

The Art of Storytelling Overview

Your Authentic Executive Brand

Storytelling Elements: Goal

Write: Story #1 (Personal Introduction)

Know Your Audience – Audience Matrix

Style Recognition & Tailor Your Message

Storytelling Elements: Grab Attention & Engage

Lunch

DAY 1 - PART 2 12:30 PM - 4:30 PM

Write: Story #2 (Leadership)

Storytelling Elements: Enable

Write: Story #3 (Leadership)

Workshop: Refine One Story

Small Group Presentations

Whole Group Debrief

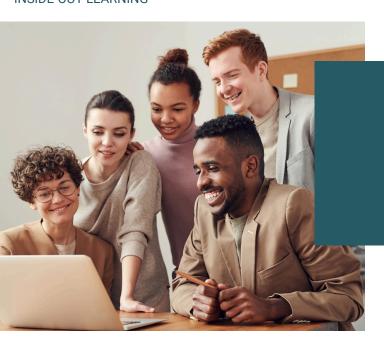
Program Close

POST-PROGRAM

Self-assessment on your story

Compare program videos and reflect

Meet with accountability partner



# ADVANCED STORYTELLING FOR COMPELLING STORIES

# THE CLIENT

The Federal Reserve Bank of San Francisco

# THE PROBLEM

The IT department at the Bank, which is very technical, was not able to communicate the value of the service that they provide to stakeholders in a meaningful and compelling way. They needed to adjust to their non-technical audience to have maximum impact.

# **OUR SOLUTION**

IOL provided our one-day Advanced Storytelling program to multiple IT groups

# THE RESULTS

We received 5 star feedback on this program from the client helping them connect with their audience as better storytellers. The client would like to make the program available to others in their organization.

"I learned tools and techniques I can immediately use to improve my storytelling skills."