

1-DAY ADVANCED STORYTELLING PROGRAM

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
- AI-Assisted Writing

PRE-PROGRAM

Questionnaire
Assessments
Virtual Kickoff Meeting
All individual pre-work 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

IOI 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."