Enhanced Business Communication through Storytelling

(2 Days – see website for dates)
Tuition: $3,000

OVERVIEW

When business leaders need to motivate teams or generate buy-in, many do so by conveying important facts and statistics. But others go a step further and engage their key constituents in a more memorable way by drawing upon the power of storytelling. Indeed, some of the most successful organizations employ storytelling to inspire, set visions, teach important lessons, and define culture and values. To capitalize on the power of storytelling, in this course, you will have the opportunity to explore and practice how to use the storytelling technique to help you communicate a specific business narrative to your various audiences. More specifically, you will learn a formula for telling stories that will help you organize and communicate abstract concepts to internal staff and to customers, share best practices and key initiatives in a way that will help constituent audiences understand those initiatives better, and more effectively motivate your workforce vertically and across the organization.

WHO SHOULD ATTEND

- Business leaders who want to develop a better understanding of how to use storytelling as an effective and powerful communication technique
- Senior managers and executives responsible for presenting information to their workforce, gaining buy-in from their team, inspiring team unity, and connecting with employees
- Sales, marketing, and business development professionals who are responsible for developing partnerships that deliver long-term value for clients

SEMINAR CONTENT

- Examine the theory and best practices of storytelling and building business narratives
- Develop effective strategies for integrating storytelling within an organization or in a client relationship
- Learn a formula for telling stories that will help you:
  - organize and communicate abstract concepts to internal staff and to customers,
  - share best practices and key initiatives in a way that will help constituent audiences understand those initiatives better,
  - more effectively motivate your workforce vertically and across the organization.

KEY BENEFITS

- Gain an understanding of how effective business leaders use storytelling to communicate ideas and lead
- Learn when storytelling is the most appropriate communication technique
- Master the art and discipline of building a compelling business narrative
- Develop a compelling story to bring back to the workplace that will help you effectively communicate about a business issue that needs clarification or emphasis

*Tuition includes instruction, materials, continental breakfast and lunch. Accommodations not included. To encourage group participation, multiple participant discounts are available.

For more information, call 1-800-UNC-EXEC or visit us online at www.ExecDev.unc.edu