

Communicating with Credibility

OEM: SHRM • Code: 25VWC1113

COURSE DESCRIPTION

In today's rapidly evolving corporate landscape, conventional methods of internal communication no longer suffice in establishing a genuine emotional connection within the workplace—and yet the art of effective communication within the professional realm is an indispensable asset for crafting a prosperous career. This comprehensive one-day program is designed to help you harness the power of storytelling as a catalyst for strengthening your communication prowess and crafting compelling messages. Through immersive engagement with real-life workplace scenarios, this interactive program equips you with the tools you need to master the art of storytelling in order to enrich your leadership, management and interpersonal skills. Once you are armed with the knowledge and resources necessary to seamlessly integrate storytelling practices into your professional repertoire, you'll be able to propel performance, nurture employee relations, exemplify exemplary behaviors, and foster a workplace culture deeply rooted in the realm of human experiences. Join us on this transformative journey toward becoming a communication virtuoso in the corporate world.

AUDIENCE PROFILE

- Mid-Level

PREREQUISITES

- This section doesn't contain any content.

COURSE OBJECTIVES

By the end of this course, participants will be able to:

- Structure and deliver messages effectively using storytelling guidelines.
- Apply the elements of a storytelling process to introduce a topic, shape your messaging and inspire action.
- Read your audience and skillfully target your message to your recipient(s).
- Create an action plan to continue growing your storytelling skills and practices.

COURSE OUTLINE

Module 1: Course Outline

- Module 1: Introduction

Module 2: Workplace Communications

- Miscommunication
- Communication Factors
- Employee Engagement Connection

Module 3: The Power of Storytelling

- Future of Storytelling
- Leadership Storytelling
- When to Tell a Story
- Story Repository

Module 4: The Structure of a Compelling Story

- Story Elements
- Storyboarding
- The Story Arc
- Story Characteristics

Module 5: Identifying Stakeholders

- The Audience
- Mapping
- Identifying Influence

Module 6: Storytelling and Data

- Data Types
- Impact of Data
- Weaving Data into Storytelling

Module 7: Becoming a Storyteller

- Public Speaking
- Transitioning from Presenting to Storytelling

- Module 8: Conclusion