

The Art of Storytelling

Management & Leadership | Detailed Table of Contents

DURATION 2 days 16 learning hours	DAILY STRUCTURE 8 hours per day	PROPOSED DATES 5–6 November 2026
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Course Objective

Enable participants to use purposeful, audience-centred storytelling to communicate ideas clearly, build connection, influence stakeholders and make business messages memorable. Participants practise storytelling for presentations, meetings, change communication and leadership conversations.

Target Audience

Managers, team leaders, emerging leaders, project leads and professionals who present ideas, explain change, influence stakeholders or communicate business priorities.

Learning Outcomes

- Identify the elements of a compelling and credible story.
- Structure a concise story with a clear message, logical flow and memorable close.
- Select stories suited to different audiences, objectives and business contexts.
- Use voice, pace, emphasis, body language and visuals to improve delivery.
- Apply storytelling to presentations, stakeholder engagement and leadership communication.

Prerequisites

No formal prerequisite. Participants may bring a real workplace message, project example or leadership challenge.

Detailed Course Agenda

DAY 1 Story Foundations & Narrative Design		
TIME / DURATION	MODULE & KEY CONTENT	PRACTICAL ACTIVITY
09:00–10:00 1 hour	1. The Purpose and Power of Storytelling Why stories influence attention, understanding and recall; facts versus meaning; storytelling in leadership, presentations, change and stakeholder communication; ethics and authenticity.	Story Spotting: identify a memorable story and explain why it worked.
10:00–11:00 1 hour	2. Audience, Intent and Core Message Define the audience, desired response and single key message; align story choice with business objectives; adapt detail and tone.	Audience Lens: reshape one message for senior leaders, colleagues and customers.
11:00–12:00 1 hour	3. Story Architecture: Beginning, Middle and End Opening hooks; context and characters; challenge; turning point; resolution; takeaway and call to action.	Three-Act Challenge: organise shuffled story cards into a coherent narrative.
12:00–13:00 1 hour	4. Building Credible Workplace Stories Choose relevant details; use concrete examples; balance emotion with evidence; protect confidentiality and avoid exaggeration.	From Data to Meaning: convert a dry business update into a short evidence-based story.
13:00–14:00 1 hour	Lunch break —	—
14:00–15:00 1 hour	5. Storytelling Frameworks for Business Problem–action–result; challenge–choice–outcome; before–after–bridge; situation–complication–resolution.	Framework Sprint: create two structures for a workplace scenario and choose the stronger one.
15:00–16:00 1 hour	6. Characters, Conflict and Turning Points Make people and stakes understandable; establish obstacles and decisions; build momentum; use setbacks and learning points constructively.	Turning-Point Rewrite: centre a routine project update on a meaningful decision and its consequences.
16:00–17:00 1 hour	7. Story Drafting Lab Draft a 2–3 minute story; sharpen the central message; remove irrelevant detail; create a strong opening and purposeful conclusion.	Peer Story Clinic: exchange drafts and give feedback on message, structure and relevance.

The Art of Storytelling — Detailed Agenda (continued)

DAY 2 Delivery, Influence & Workplace Application		
TIME / DURATION	MODULE & KEY CONTENT	PRACTICAL ACTIVITY
09:00–10:00 1 hour	8. Voice, Presence and Verbal Delivery Vocal variety, pace, pause, emphasis, clarity, articulation and conversational tone; avoid monotony and fillers.	Same Story, Three Ways: deliver a passage with three different intentions.
10:00–11:00 1 hour	9. Body Language and Audience Connection Posture, gestures, eye contact, facial expression and purposeful movement; read audience signals; maintain natural virtual presence.	Silent Signals: compare non-verbal delivery with a full spoken story.
11:00–12:00 1 hour	10. Using Visuals, Examples and Evidence Use visuals to support the story; select examples and data points; maintain clarity and accessibility; avoid clutter.	One-Slide Story: create a single slide to support a 60-second business narrative.
12:00–13:00 1 hour	11. Storytelling for Influence and Change Stories for stakeholder buy-in, explaining change, sharing lessons, recognising teams and handling resistance.	Change Narrative Role-Play: explain a workplace change to a concerned stakeholder.
13:00–14:00 1 hour	Lunch break —	—
14:00–15:00 1 hour	12. Adapting Stories to Meetings and Presentations Executive summaries, customer conversations, team briefings, project updates and virtual presentations; adjust length without losing meaning.	60–120–180 Seconds: deliver one story in three time limits.
15:00–16:00 1 hour	13. Storytelling Practice and Peer Coaching Rehearse a workplace story; apply feedback on structure, relevance, credibility, voice and engagement.	Practice Circles: present in small groups using a structured feedback rubric.
16:00–17:00 1 hour	14. Capstone Story & Personal Action Plan Deliver a final story; reflect on strengths and improvement areas; identify opportunities to apply storytelling in the next 30 days.	Final Story Showcase: individual delivery, peer review, facilitator feedback and action commitment.

Delivery Methodology

Facilitator-led discussions, demonstrations, guided practice, individual reflection, peer feedback, small-group work, role-play and workplace application planning. Activities are practical, inclusive and adaptable to participants' roles.

Assessment & Evaluation

Opening self-check, observation during exercises, peer-feedback checklists and final storytelling showcase. Success indicators include a clear message, logical structure, audience relevance, credible detail and purposeful delivery.

Training Materials

Facilitator slides, story-planning templates, workplace scenarios, peer-feedback rubric and personal action-plan worksheet. Client-specific examples can be incorporated if provided.