

# Storytelling in Business

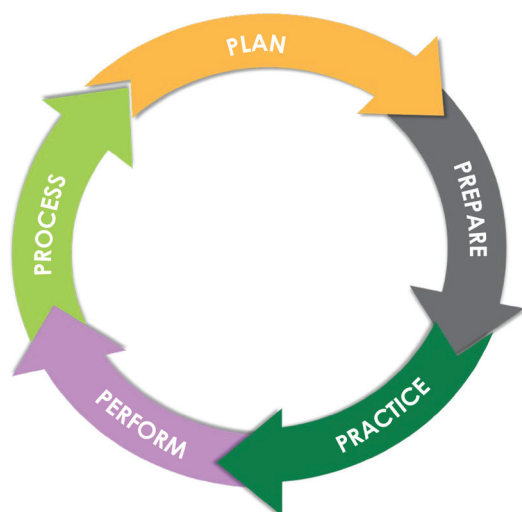
Fact Sheet

## Business Challenge

Neuroscience has demonstrated that stories engage more regions of the brain than facts and figures and, therefore, have more power to create an emotional response and a human connection, and to inspire others. Participants in this module increase engagement and impact among key stakeholders by incorporating stories into critical meetings, presentations, and conversations.

## Target Audience

The audience for Storytelling in Business is all leaders and individual contributors who need to convey information, provide advice, bring data to life, expand business, and build consultative, long-term relationships with their clients—inside and outside the organization.



## Our Solution

Forum's research points to four types of stories that managers can use to enhance the meaning, impact, and energy behind ideas: Bridging the Gap, Analogy, Evidence/Results, and the Hero's Journey.

### This module will enable your leaders to:

- Explain how stories work to engage people and enhance their message
- Use four common story types to improve their business communication
- Apply guidelines and a process for developing effective stories

### This module contains the following key content:

Storytelling in Business teaches participants how to increase engagement and impact among key stakeholders by incorporating stories into critical meetings, presentations, and conversations. They learn:

- What makes a good story
- Four types of stories and when to use each type
- How to use the story templates
- How to use the storytelling cycle
- Storytelling delivery skills to increase impact

### Bridging the Gap



### Analogy



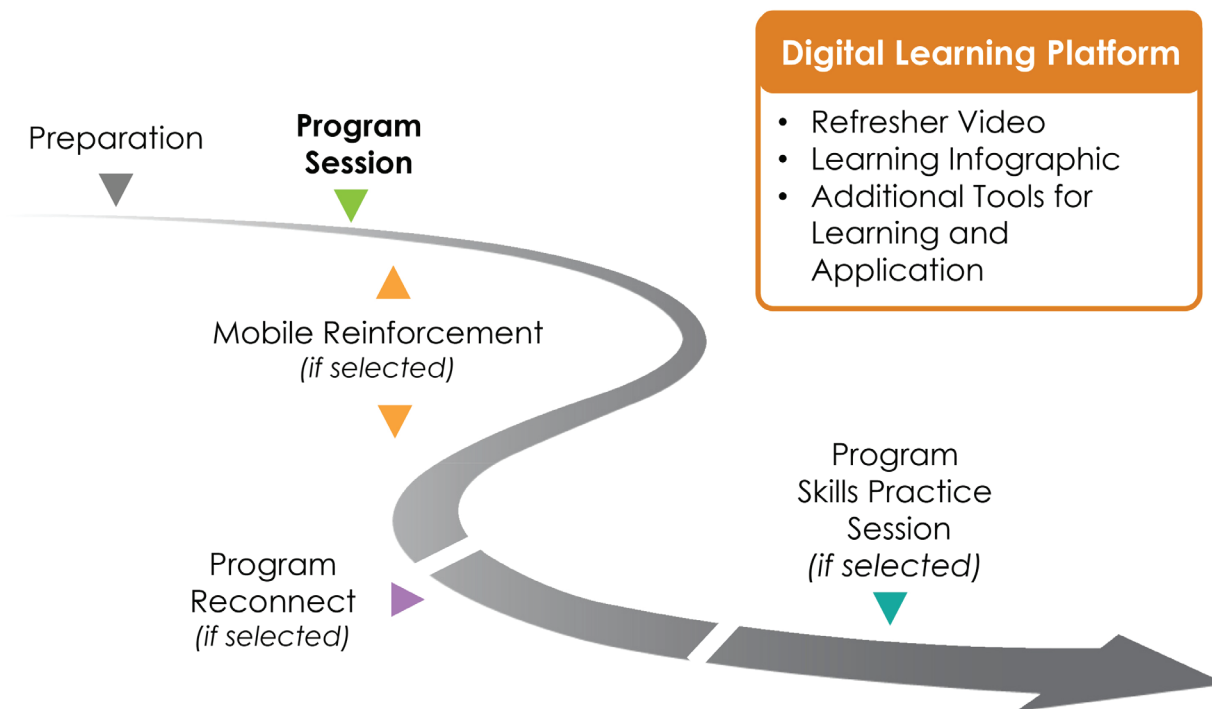
### Evidence/ Results



### Hero's Journey



## Learning Journey



## Driving Measurable Results

We help organizations drive performance that generates measurable, sustainable results through helping you achieve leadership excellence at every level of the organization. Our research into high-performing leaders and organizations forms the basis of all our learning solutions.

### About AchieveForum:

AchieveForum delivers leadership solutions that are designed for the customer and are built on more than 85 years of global experience. Our tailored learning solutions are created with purpose and driven by innovation to help organizations effectively execute their business strategies. We provide clients with practical and research-based products and programs that mobilize employees, accelerate business-initiative implementation, and improve agility. For more information, go to:

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