

MAY
29-30

G GURNEY **PENANG**

JUNE
12-13

DORSETT GRAND **SUBANG**



A 2-DAY COURSE ON

Business Storytelling

Using Stories to Inspire & Persuade

HIGHLIGHTS

- Module 1: Persuasion Is The Centerpiece Of Business Activity
- Module 2: Understanding The Audience And Tailoring The Story To Their Interests And Needs
- Module 3: Crafting A Compelling Story
- Module 4: Story Content, Form, And Expressiveness
- Module 5: Making A Powerful First Impression
- Module 6: Getting Ready To Share Your Story
- Module 7: Putting It All Together



TrainNode

**ACCELERATING BUSINESS
PERFORMANCE**

with the right learning experience,
bridging present and future
organizational needs.

INTRODUCTION

Telling stories is a powerful way to connect with people on an emotional level. When done correctly, storytelling is an incredibly powerful tool that can transform meetings into engaging conversations, boost memory retention, and encourage new possibilities for businesses. By tapping into our emotions and feelings, storytelling can inspire action and motivate individuals in a way that mere facts cannot.

Stories serve as a powerful adhesive that humanizes business meetings, making them more engaging, compelling, memorable, and ultimately more successful. The undeniable power of storytelling can make the difference between an unimpressive business meeting and one that has a positive impact.

Professionals can leverage the power of storytelling to negotiate with important stakeholders, develop strategies to encourage support, and motivate both clients and colleagues toward creating mutually beneficial outcomes. Great business storytellers can significantly improve their communication abilities to successfully win deals, get proposals agreed upon, convey messages effectively, create win-win situations, and get their ideas approved.

By mastering the art of storytelling and delivering it powerfully to the intended audience, professionals can convey their message with clarity, confidence, and conviction. Successful delivery of the story leads to better engagement and understanding. It can also help the storyteller build rapport, establish trust, and foster stronger relationships with colleagues, clients, or customers. Furthermore, it can help individuals showcase their expertise, gain recognition, and stand out in their respective fields.

Therefore, incorporating storytelling can be incredibly beneficial and rewarding for individuals who aspire to achieve success in their personal and professional lives.

OBJECTIVES

In this training course, you will

- Acquire the skills to weave compelling stories into your business presentations.
- Deliver the story in a relevant, engaging, and memorable manner.
- Be able to check your story against the principles of well-told stories.
- Acquire the practical application of investigative framework to uncover your listeners' needs and tailor a storytelling presentation that appeals to them.
- Learn the storyteller's map; key components and structures of great stories.
- Be equipped with the ability to create impactful stories that captivate your listeners.
- Apply the speaker's map for a seamless flow in storytelling that is easy for your listeners to follow and be engaged.
- Start your story with confidence and credibility to help set the tone for a successful outcome.
- End the story with impact and get your listeners to take the next step with you.
- Learn approaches to tackle the challenges of storytelling, such as a 'forced detour' or midstory questions from listeners.
- Learn the techniques to add depth and emotion to your story and effectively influence, and persuade your listeners.
- Apply techniques to overcome challenges such as fear and getting lost while telling the story.
- Demonstrate the ability to articulate your thoughts clearly and build trust and respect with your audience.
- Apply strategies to manage a difficult audience.

METHODOLOGY

This training is highly interactive as participants can practice the lessons in the course. The training methodology uses a complete learning system with well-defined objectives that are achieved through lectures, group exercises, speaking slots, and peer evaluation.

WHO SHOULD ATTEND

- Professionals who are seeking to enhance engagement, influence, and persuasion in business presentations and communication.
- Professionals who have growing responsibilities in their organization and are seeking to enhance their storytelling skills as a catalyst to drive change.
- Professionals whose responsibilities include persuading and influencing other, leading teams and pitching ideas.
- Professionals who manage people in their department or influence peers from other departments.
- Professionals who are seeking to enhance their presentation skills and convincing skills.
- Employees who are experiencing communication pains such as nervousness, panic, and difficulty remembering information to be shared in meetings and presentations.



TRAINER'S PROFILE

SHARON LEE

SENIOR TRAINER & COACH

HRDF CERTIFIED

The Power of Storytelling is the hallmark of those who aspire to greatness. A thriving career requires not only a deep understanding of one's work but also the ability to communicate and present effectively.

An impactful presentation goes beyond just words. It should be delivered with a compelling story and message, a confident presence, and an engaging voice that captivates the audience. It requires a deep understanding of the audience's background, technical expertise, and the skill to seamlessly weave everything together.

Sharon is an inspiring speaker who has presented both locally and internationally. She has used her skills to pitch concepts, promote products, and raise funds for social causes. As a Design Thinker and Project Manager, Sharon's presentations fostered collaboration and sparked innovation among team members.

Sharon's success at multinational corporations like Johnson & Johnson, GlaxoSmithKline, and Fonterra Brands is a testament to the transformative power of exceptional presentation and communication skills.

Here are some recent testimonials from her training participants:

"The best course I have attended in 2022. I would certainly recommend this to my colleagues."

General Manager

"What I like most about the course is now I have enhanced confidence in communications."

Environment Engineer

"Simple but effective." *HR Manager*

"Powerful and intensive training in a friendly atmosphere, with respect for participant's learning process."

Marketing Manager

"Understanding of what it takes to make it work. The entire structure of the programme was clear, from beginning to end." *Business Development Director*

"Sharon provided good examples with materials and appropriate explanations. A very well-structured course."

Marketing Director

DAY 1

0900 **MODULE 1: PERSUASION IS THE CENTERPIECE OF BUSINESS ACTIVITY**

- The Power of Using Story Telling in Business
- Your Brain on Story Telling
- Principles Of a Well-Told Story

1030 Morning Coffee

1045 **MODULE 2: UNDERSTANDING THE AUDIENCE AND TAILORING THE STORY TO THEIR INTERESTS AND NEEDS**

- Empathy and Storytelling
- Common Ground

MODULE 3: CRAFTING A COMPELLING STORY

- Key Elements of a Great Business Story

1300 Lunch

1400 cont. **MODULE 3: CRAFTING A COMPELLING STORY**

- Storytelling Structures

1530 Afternoon Tea

1545 **MODULE 4: STORY CONTENT, FORM, AND EXPRESSIVENESS**

- Storytelling Techniques
- Expressiveness in Storytelling

1700 End of Day 1

DAY 2

0900 **MODULE 5: MAKING A POWERFUL FIRST IMPRESSION**

- Confident Presence and Voice
- Communicate with your Movement and Voice
- Establish an Immediate Connection with your Listener

1030 Morning Coffee

1045 **MODULE 6: GETTING READY TO SHARE YOUR STORY**

- How to Present your Credibility
- How to Integrate your Story into your Communication or Presentation
- Keeping your Story and Communication Focused

1300 Lunch

1400 cont. **MODULE 6: GETTING READY TO SHARE YOUR STORY**

- Supporting your Story with Evidence
- Get your Listeners Involved
- End with Impact and Get Them to Take the Next Step with You
- Managing a Difficult Crowd while Telling Your Story

1530 Afternoon Tea

1545 **MODULE 7: PUTTING IT ALL TOGETHER**

- Passionate Objective
- Body Language
- Rehearsal Techniques

1700 End of course

REGISTRATION FORM

Business Storytelling

Using Stories to Inspire & Persuade

PLEASE TICK WHERE APPLICABLE

☐ MAY 29-30 PENANG

☐ JUNE 12-13 SUBANG

HRD CORP CLAIMABLE COURSE: TRAINING PROGRAMME NO: 10001398867

COMPANY NAME

COMPANY ADDRESS

NATURE OF BUSINESS

MEMBER OF HRD CORP?

☐ YES

☐ NO

COMPANY SIZE

☐ 1-29

☐ 30-69

☐ 70-99

☐ 100-149

☐ 150-199

☐ 200+

CONTACT PERSON

TEL

MOBILE

EMAIL

APPROVING MANAGER NAME

TEL

MOBILE

EMAIL

DELEGATE 1 FULL NAME

POSITION

TEL

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DELEGATE 2 FULL NAME

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DELEGATE 4 FULL NAME

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MOBILE

EMAIL

DELEGATE 5 FULL NAME

POSITION

TEL

MOBILE

EMAIL

COURSE FEES

The fee per person is RM1795.

The full fee is required with your registration. The fee includes, softcopy of course notes and e-certificate of completion.

TERMS & CONDITIONS

1. Registration & Fees Policy.

Registration is confirmed once registration form is received via email. All Payments /Undertaking Letters / Local Order (LO) / Letter of Approval must be made available and presented prior to the course.

2. Cancellation Policy

Any cancellation must be received in writing within 7 working days prior to the course else full payment will be imposed. Any no-show by registered delegates will be liable for full payment of the course fees.

3. Disclaimer & Program Changes Policy

Trainmode Sdn Bhd reserves the right to amend or cancel the course due to circumstances beyond its control. We reserved the right to modify the advertised topics or course timing whenever necessary.

PAYMENT TRANSFER BANK DETAILS

Account name

TRAINMODE SDN BHD

Account number

14100015214

Bank Name

Hong Leong Bank Berhad

CONTACT US

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OUR LOCATIONS

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PENANG

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14000 Bukit Mertajam, Penang

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