

Powerful Storytelling: Stories that lead Individuals to Action

Instructor(s): Carlene Szostak

Length: 2 days

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CEUs: 1.4

Level: Core

Primary Topic: Communication and Presentation Skills

Subtopics: Communication and Presentation Skills, Influencing, Motivation

Description:

The ability to clearly communicate and motivate timely action is considered the single most important skill set of a successful project manager. Research indicates that the “art” of storytelling in a business setting is a key component of successful leadership, up, down and across the organization.

Industry leaders understand the importance of breaking through the business “noise” by using storytelling to rewrite the rules of communication. The workplace is saturated with tasks driven by deadlines. And yet, it is only the emotions the individual experiences that lead to creating motivation and driving successful outcomes. To enhance organizational performance while ensuring emotional engagement requires mastering the art of painting verbal pictures; a skill known as storytelling.

We now understand that in a business environment relating only facts or timelines will typically be forgotten or misunderstood. The technique has been greatly discredited and is certainly not shown to be effective in today’s complex workplace. The use of effective storytelling not only makes the message memorable, but also relevant and easily shared.

Participants will learn how to use the power of stories to engage, inspire and produce results. Stories spark the listeners deeper understanding and helps the listener grasp and remember the message. In addition, it will inspire and help retain action items with greater detail than just being handed facts.

Pre-work: none

Learning Objectives:

Upon completion of this course, participants will be able to:

- Recognize the use and value of storytelling in leading and motivating
- Identify when to use tactical assignments to communicate information and when to use storytelling to motivate others without “micromanaging”
- Build personal inventory of useful skills to frame and control arguments and influence individual and team outcomes.
- Practice and apply storytelling techniques to create/shape your own memorable stories successfully and shift emphasis based on immediate tactical feedback.
- Successfully identify motivational drivers you can use in your storytelling examples allowing to successfully lead rather than just manage projects.

Seminar Agenda

DAY 1

- Welcome & Objectives
- Day 1 & Day 2 Overview
- Introductions
- Adult Learning Theory
 - What is it?
 - Why is it important to understand?
- Storytelling: Art or Science
 - Reasons why it is art
 - Reasons why it is science
- What is Storytelling and Why is it Important?
 - What is storytelling?
 - Why is it important in a work environment?
 - Famous Storytellers
 - Famous Stories
- Common Misconceptions
 - Tasks, charts, statistics
 - Memorable for how long?
- Your Presence “sells” the story
 - What is presence?
 - Your presence
 - Why it’s important
 - Control Mechanisms
 - Using humor
- Benefits of Storytelling
 - Show your personality
 - Workplace alignment
 - Teaching moment
 - Change
 - Change perceptions
 - Build a relationship
 - How do YOU do it?
 - Begin with Basics
 - Things that get in the way
 - Logistics
 - Final Step
- Wrap Up & Next Steps

DAY 2

- Welcome & Objectives
- Storytelling Refresher
- Review Day 1
- When to Use Stories
 - Purpose of Stories in Workplace
 - The World is a Stage
 - Choreographing – 3 Steps
 - How to Start
 - 6 Key Storytelling Steps
- Storytelling Mistakes
 - Group Discussion & Stories
 - Top 6 Storytelling Mistakes
- The Best Format
 - Why format matters
 - Personal stories
 - Personal business stories
 - Myths and fables
 - Planning your stories
 - Prioritize Your Goals
- Wrap Up

	Technical	Leadership	Strategic	Total
PMP®/PgMP®	0.00	14.00	0.00	14.00
PMI-ACP®	0.00	14.00	0.00	14.00
PMI-SP®	0.00	14.00	0.00	14.00
PMI-RMP®	0.00	14.00	0.00	14.00
PfMP®	0.00	14.00	0.00	14.00
PMI-PBA®	0.00	14.00	0.00	14.00