

STORYTELLING FOR IMPACT

A. COURSE DESCRIPTION AND OBJECTIVES

The issue: Sometimes, despite telling a comprehensive data-backed story, the audience may just not "get it" as we expect them to. Is it because the audience is difficult? No, perhaps just human.

The solution: To really 'move' our audience, we need incorporate some 'right-brain' elements of storytelling. We need to see things from their perspective – both while building and communicating the story:

- **Building the story:** We need to understand who and where the audience is and where they are coming from. When crafting a success story regarding a client, it is critical to see the business 'journey' that the client undertook; and how will our solution/technical inputs, supported them in that journey.
- **Communicating the story:** How can we use creative 'right brain' storytelling techniques to get and hold the audience's attention and most importantly, make them care enough to act; also, how can we leverage the power of visuals and pre-attentive attributes to make our messages stand out.

Learning outcomes: Participants to demonstrate ability to craft and deliver a persuasive story that:

- Gets the audience's attention
- Holds it for the duration of the story
- Makes them care enough to act

B. COURSE CONTENT

No	Module	Description
	Course Introduction	Introductions; Participant expectations; Course objectives Introduction to Storytelling for Impact; course methods, schedule and rules. Role-play on understanding audience and tailoring message accordingly
1	The Story Framework	Using the 'Hero's journey' to map the story framework: <ul style="list-style-type: none"> - Who is the client and what was their business context and objectives (stated and unstated)? - What has changed/is changing in their context? Identify the conflict/ disruption that impacted the client - What/where was the desired end-state for your client? - How did you help your client achieve the desired end-state?
2	Communicating the messages	Using key storytelling principles to differentiate your communication:

		<ul style="list-style-type: none"> - Get their attention: Use the power of surprise - Retain their attention: Leverage curiosity, mystery - Make comprehension easy: Use metaphors, analogies for difficult/technical concepts; Show, don't tell - Make them care: Emphasise benefits, not features; Link your features to client need/s; Use emotion in describing current state and desired end-state of client.
3	Getting the human stories/anecdotes right	<p>Incorporating human stories in your narrative</p> <ul style="list-style-type: none"> - Identifying appropriate human impact stories for your overall 'Story' - Crafting the anecdote to make it evocative and engaging
4	Getting the visual element right	Principles for incorporating vivid visuals to bring the concepts to life
5	Case exercise	The participants would be given one group case to work on that resonates with their daily work. They will be tested on how they craft the story and how they communicate it. Participant teams would present the solution and be given feedback by the faculty
6	Story delivery	Two specific tips on presentation delivery
	Course Wrap Up	Learning summary; Key action points; Course feedback and closure.

C. COURSE AGENDA

No	Session Description	Session timings
	Welcome	9:00 am - 9:45 am
A	Understanding the Story Framework	9:45 am - 10:30 am
	Tea break	10:30 am - 10:45 am
B	Identifying messages	10:45 am - 11:15 am
C	Communicating the messages	11:15 am - 1:00 pm
	Lunch	1:00 pm - 2:00 pm
D	Getting the human stories/anecdotes right	2:00 pm - 2:30 pm
E	Case study: Participants formed into groups and given case study to work on	2:30 pm - 4:00 pm
	Tea break	4:00 pm - 4:15 pm
E1	Case presentation by participant groups along with feedback and debrief	4:15 pm - 5:15 pm
F	Tips on presentation Delivery	5:15 pm - 5:45 pm
	Course Wrap Up	5:45 pm - 6:00 pm