

SeminarsWorld® Course Agenda

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Powerful Storytelling: Stories that Lead Individuals to Action

Instructor(s): Carlene Szostak

Length: 2 days

Pre-work: None

CEUs: 1.4 / See below for PDU breakdown

Level: Core

Primary Topic: Communication and Presentation Skills

Subtopics: Influencing, Motivation, Communication

Course 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 listener's 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.

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 as well as influence individual and team outcomes.
- Practice and apply storytelling techniques to create/shape their own memorable stories successfully and shift emphasis based on immediate tactical feedback.
- Successfully identify motivational drivers they can use in their storytelling examples, allowing them to successfully lead rather than just manage projects.

AGENDA

Day 1

Agenda	Items	Time per section	Timing 9am-5pm
Welcome & Objectives	Review why we are here How interaction will take place	20 minutes	9:20
Day 1 & Day 2 Overview	Review Day 1 & Day 2 agenda	10 minutes	9:30
Introductions	Facilitator, table and 6 individual Introductions	42 minutes	10:12

Adult Learning Theory	What is it Why is it important to understand	13 minutes	10:25
Storytelling: Art or Science	Vote Reasons why it is art Reasons why it is science	13 minutes	10:38
Break		15 minutes	10:53
What is Storytelling and Why is it important?	What is storytelling (5 min) Why is it important in a work environment? (5 min) Famous Storytellers (5 min) Activity (15 minutes) Famous Stories (10 min) Activity (15 min) Vote (best of tables presents 1 (12 minutes)	67 minutes	12:00
Lunch		60 minutes	12-1
Common Misperceptions	Tasks, charts, Statistics (5 min) Memorable for how long? (3 min) Activity (17 minutes)	25 minutes	1:25
	Reflections	5 minutes	1:30
Your Presence “sells” the story	What is presence Your presence Activity (5 min) Why it’s important Control Mechanisms Using humor Activity (15 min)	90 minutes	3:00
Break		15 minutes	3:15
	Reflections	5 minutes	3:20
Benefits of Storytelling	Show your personality Workplace alignment Teaching moment Change Change perceptions Build a relationship	60 minutes	4:20
Benefits of Storytelling continued	How do you DO it Begin with Basics Things that get in the way Logistics Final Step	30 minutes	4:50
	Reflections	5 minutes	4:55
Wrap Up & Next Steps		5 minutes	5:00

Day 2

Agenda	Items	Time per section	Timing 9am-5pm
Welcome & Objectives	Review why we are here How interaction will take place	10 minutes	9:10
Storytelling Refresher	Activity (12 min)	12 minutes	9:22
Review Day 1	Flipchart Discussion What we covered and burning questions Activity (15 min)	33 minutes	9:55
When to Use Stories	Purpose of Stories in Workplace The World is a Stage Choreographing-3 Steps	20 minutes	10:15
Break		15 minutes	10:30
When to Use Stories continued	How to Start 6 Key Storytelling steps	30 minutes	11:30

Storytelling Mistakes	Group Discussion & Stories	30 minutes	12:00
Lunch		60 minutes	12-1
Power	What is Power & How to use it	60 minutes	1:00
The Best Format	Why format matters Personal Stories Activity (15 min) Personal Business Stories Activity (15 min) General Business Stories Activity (15 min) Myths & Fables Activity (15 min)	90 minutes	2:30
Break		15 minutes	2:45
Reflections		5 minutes	2:50
The Best Format continued	Planning your stories Activity (15 min) Prioritize Your Goals	60 minutes	3:50
Reflections & Commitments		5 minutes	3:55
Wrap Up & Questions		5 minutes	4:00

Professional Development Units (PDUS) are one-hour blocks of time spent learning, teaching others, or volunteering. By attending this SeminarsWorld course, you will be able to achieve the following PDUs as learning hours to apply for PMI certification or to maintain your certification status with PMI. [View](#) how your PDUs align with the PMI Talent Triangle®.

	Technical	Leadership	Strategic	Total
CAPM / PMP / PgMP	0	14	0	14.00
PMI-ACP	0	14	0	14.00
PMI-SP	0	14	0	14.00
PMI-RMP	0	14	0	14.00
PfMP	0	14	0	14.00
PMI-PBA	0	14	0	14.00




