



Agenda

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Powerful Storytelling: Stories That Lead Individuals to Action

Instructor(s): Carlene Szostak

Prework: None

Length: 2 days

CEUs: 1.4/see below for PDU breakdown

Level: Core

Training Topic: Communication and Presentation Skills

Subtopics: Resource Management, Influencing

Training 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 an 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 time lines 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.

Attendees will learn how to use the power of stories to engage, inspire, and produce results. Stories spark the listener's deeper understanding and help 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 training, learners 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 a 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

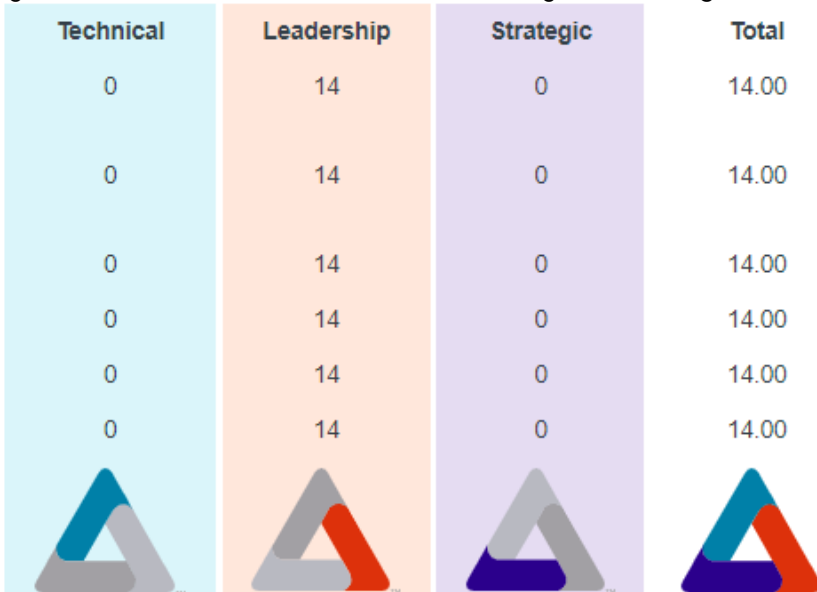
Agenda	Items	Time per section
Welcome and Objectives	Review why we are here How interaction will take place	20 minutes
Day 1 and Day 2 Overview	Review Day 1 and Day 2 agenda	10 minutes
Introductions	Facilitator, table, and six individual introductions	42 minutes
Adult Learning Theory	What is it? Why is it important to understand?	13 minutes
Storytelling: Art or Science	Vote Reasons why it is art Reasons why it is science	13 minutes
Break		15 minutes
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
Lunch		60 minutes
Common Misperceptions	Tasks, charts, statistics (5 min) Memorable for how long? (3 min) Activity (17 minutes)	25 minutes
	Reflections	5 minutes
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
Break		15 minutes
	Reflections	5 minutes
Benefits of Storytelling	Show your personality Workplace alignment Teaching moment Change Change perceptions Build a relationship	60 minutes
Benefits of Storytelling (continued)	How do you DO it? Begin with basics Things that get in the way Logistics Final step	30 minutes
	Reflections	5 minutes
Wrap-up and Next Steps		5 minutes

Day 2

Agenda	Items	Time per section
Welcome and Objectives	Review why we are here How interaction will take place	10 minutes
Storytelling Refresher	Activity (12 min)	12 minutes
Review Day 1	Flipchart discussion What we covered and burning questions Activity (15 min)	33 minutes
When to Use Stories	Purpose of stories in workplace The world is a stage Choreographing—Three steps	20 minutes
Break		15 minutes
When to Use Stories (continued)	How to start Six key storytelling steps	30 minutes
Storytelling Mistakes	Group discussion and stories	30 minutes
Lunch		60 minutes
Power	What is power and how to use it	60 minutes
The Best Format	Why format matters Personal stories Activity (15 min) Personal business stories Activity (15 min) General business stories Activity (15 min) Myths and fables Activity (15 min)	90 minutes
Break		15 minutes
Reflections		5 minutes
The Best Format (continued)	Planning your stories Activity (15 min) Prioritize your goals	60 minutes
Reflections and Commitments		5 minutes
Wrap-up and Questions		5 minutes

Professional development units (PDUs) are 1-hour blocks of time spent learning, teaching others, or volunteering. By attending this training, 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® / Agile*	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



*Please note that the asterisked row above applies to the PMI® Agile Certification Journey and includes DASM™, DASSM™, DAC™, and DAVSC™ certifications.