



Get   
**Future  
Ready**

**Crafting  
and Sharing  
Compelling  
Stories**

 **GP Strategies®**

# Crafting and Sharing Compelling Stories

Crafting and sharing stories extends beyond presentations; it's about connecting on a human level, fostering trust, and driving change. By mastering the art of storytelling, you'll communicate more effectively, build stronger relationships, and lead with impact. It's all about engagement and influence!

This Crafting and Sharing Compelling Stories course is designed to equip participants with the skills and insights necessary to harness the power of storytelling for driving innovation, fostering organizational change, and advancing strategic goals. Join us to elevate your communication skills and transform your business narrative.



**Storytelling for Impact:** Learn how compelling storytelling can become a powerful business tool by evoking strong reactions and deeper engagement.

**Everyone Loves a Story:** Discover how stories captivate and make information relatable and memorable, essential for engaging emotions and influencing decisions in business and leadership.

**What is Storytelling?:** Understand how storytelling conveys messages in an engaging and impactful way. Master the techniques that resonate with your audience.

**Communication and Storytelling:** Explore how storytelling can enhance communication through the use of sensory language that makes narratives vivid and relatable.

**The Four Cons Structure:** Learn the Four Cons Structure as a framework for crafting compelling stories, including elements like superhero origins.

**Anecdote Libraries:** Discover the importance of anecdote libraries as a means to connect with audiences, using structured templates to illustrate points and refine them.



# The Experience

This course begins by introducing participants to the importance of storytelling in business, why stories are universally loved, and how they can teach and connect. They will dive into research that reveals how stories are 20x more memorable than facts and discover how they create emotional engagement.

Participants also explore the foundational role of storytelling in business culture, discussing barriers, essential skills, and the types of stories that resonate with teams.

The first session concludes with an exploration of the power of “learned” and “earned” stories, as well as five key

themes for crafting impactful business narratives.

The second part of the course tackles the challenge of storytelling with the “4 cons” structure—conclusion, context, complication, and consequence. Participants will distill their stories to their core components and

expand them using storytelling elements like characters, action, emotion, detail, and a lesson. Participants will also create an anecdote library of their most compelling stories and share them in small groups, receiving valuable feedback to enhance their storytelling prowess.



# Objectives

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



Understand the relevance and power of storytelling in business.



Develop the ability to craft personal stories that resonate with audiences.



Enhance listening skills and interpret nonverbal cues to build empathy.



Gain confidence in presenting stories, building rapport, and creating audience engagement.



Acquire techniques for structuring and refining stories for maximum impact.

## Duration

(2) 3-hour ILT or (1) 6-hour VILT session(s)

## Target audience

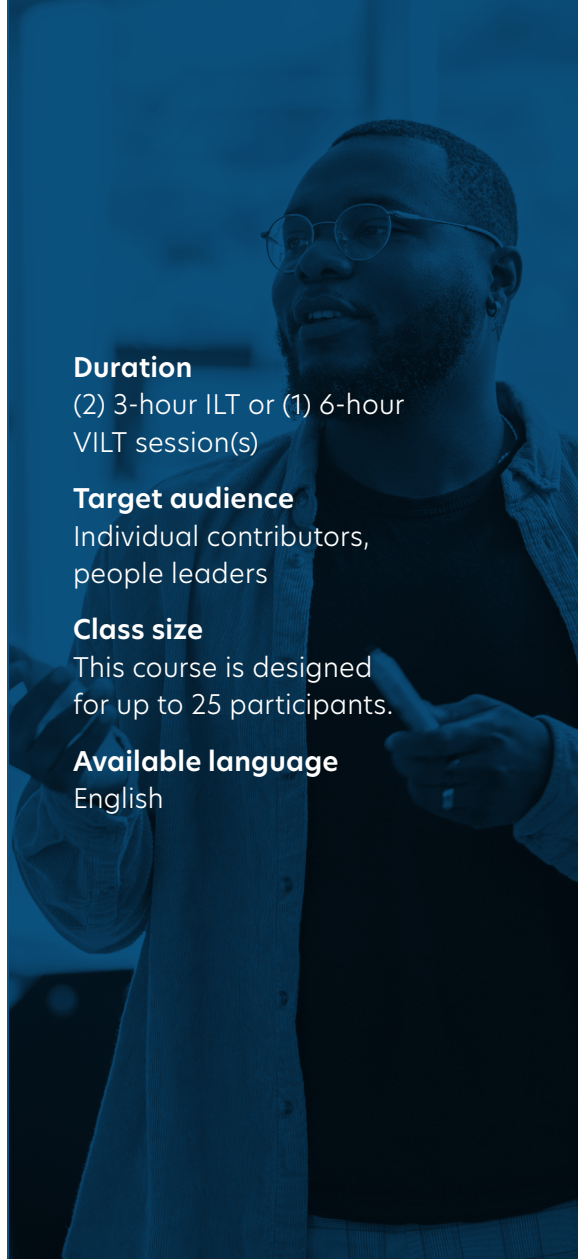
Individual contributors, people leaders

## Class size

This course is designed for up to 25 participants.

## Available language

English



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