

Compétences relationnelles

# Business Story Telling - How to Engage people

En présentiel

"> Business and the art of storytelling > Elements of effective storytelling > Practicing different kind of business stories > Using stories for building influence and collaboration"

## Ce que vous apprendrez

"1. Define your audience and their needs, goals, and wants 2. Use proven structures to build influence at workplace by leveraging stories 3. Use the secret to storytelling: The Magic Formula 4. Use the power of simplicity and human connect to influence stakeholders"

## Pourquoi vous voulez l'apprendre

"In today's professional environment we have very little time to convey our message impactfully to our audience as the attention spans are dwindling. Storytelling is a time-tested but rarely used skill that prepares us to delivery our message impactfully and gets people to see your intentions and values without any bias and they are motivated to take action recommended by you."

## Comment cela va vous aider

As Leaders, Managers and Individual contributors very often we have to get involved in high stake conversations that can impact both our personal credibility as well as the business outcomes. This could be a Sales Meeting, a Business Review, an Appraisal Discussion, a Proposal for Change, A Disagreement etc.