



CL NETWORK

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COMMUNICATION CURRICULUM

# Communicating with Stories

1-DAY In-Person Corporate Training Workshop

Effective leaders understand the importance of storytelling to build trust and share knowledge. Stories are a powerful communication tool because they create an emotional link with the listener. They can inspire others to take action. Great stories are memorable and have a lasting impact. Leaders who leverage storytelling demonstrate authenticity and empathy to their team.

Participants develop skills in the areas of storytelling for daily communication and presentations. This workshop challenges leaders to explore their personal stories and identify how sharing them can benefit their teams and organizations. This workshop gives leaders the tools to significantly improve their communication impact and personal presence.

## OUTCOME

The participants of the “Communicating with Stories” workshop will:

- Understand the elements of a good story
- Build a plan that leverages stories to support your goal or objective
- Explore your “Treasure Chest” of stories to discover gold
- Select relevant stories that help achieve the objective and entertain / educate the audience
- Understand the structure of great presentations and how to leverage storytelling as a creative opening, reinforcement of important information or as a powerful closing
- Learn tactics to create a powerful personal presence which conveys confidence and subject matter expertise
- Understand the importance of delivery skills: movement, eye contact, gestures, and vocal skills to command an audience’s interest and attention
- Have fun and develop your storytelling skills

“Communicating with Confidence” is a recommended pre-requisite for this workshop.

Interested in elevating your team’s performance? Contact [cindy.novak@clnetwork.ca](mailto:cindy.novak@clnetwork.ca)