**KNUPP PARTNERS, INC.**

11141 Bronson Rd
Clermont, FL 34711
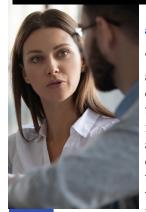Phone 630.207.2895
Knupppartners.com
Janet@knupppartners.com

# Business Storytelling: Writing To Influence



## About the Program

Today's business leaders and decision-makers have LESS time and MORE data than ever before. This presents a real opportunity for trusted business advisors to deliver 'value' through efficient sharing of data and insights, to drive better-informed decisions. Business Storytelling provides a streamlined approach to improve the structure, synthesis, and memorability of written presentations. It focuses on arriving at concrete actions to be taken as a result of the learning. 'Storytelling' allows trusted business advisors to get 'right to the point,' to drive faster, data-based decisions and actions.

**This program will improve your ability to:**

- Use a framework to create presentations that saves you time and requires less effort
- Engage your audience quickly and keep their attention to the end
- Present more concisely, hitting the points that matter most to your audience
- Leave your audience with a lasting positive impression in which they remember what's most important in the presentation and any decisions that need to be made

### Target Audience

Professionals who:

- Must influence decision-makers with fact-based analysis, insights, and recommendations
- Make data-heavy presentations and need to bring the data to life
- Present to leaders with little time who need others to get-to-the point quickly

**Course length: One day in-person with 90 minutes of individual follow-up**

**8-16 participants /class**

### Learning Approach

- Stakeholder interviews - Three or four 30-minute conversations with team leaders and critical decision-makers
- Review of team's recent written presentations to establish baseline (2 recent writing samples per participant)
- One day, in-person workshop
- Two 45 minute individual follow-up coaching sessions to help shape and finesse presentation deliverable

### Content:

1. Overview of how 'storytelling' works, with real-life examples of successful approaches

2. Introduction of the 'Storytelling toolkit'
   - 'Know your audience' pre-work: Understand the decision maker's preferred style and what is on their plate that must be considered BEFORE beginning to write
   - Most Important Things your audience must remember from the story
   - A clear, predictable story structure to drive understanding and engagement
   - Tips and tricks for boosting a story's memorability
   - Using an appendix and cross-references to facilitate transparency

3. Small team breakouts and share back
   - One client-provided 'draft' story example is used by breakout teams to practice with the 'Storytelling Toolkit'
   - Each team shares back their solution for discussion about what went well/ what could be improved for next time

4. FOLLOW-UP COACHING
   - Two 45 minute individual coaching sessions with each participant for feedback and advice on real 'stories' they are working on currently