



CERTITUDE
AUSTRALIA

Business Storytelling: Presenting and Communicating with Impact



LEARNING OUTCOME

By the end of this course, students will be able to:

- More confidently stand in front of a room or camera and deliver a powerful, captivating message;
- Understand when, why and how to use story-telling in your daily communication;
- Structure stories in an effective way that gets your intended message across; and
- Deliver stories in a captivating and impactful manner.

AUDIENCE

Suitable for technical professionals, team leaders, managers, project managers, change managers, sales and marketing professionals, communication specialists and senior managers who are looking to elevate their ability to influence change.

COURSE CONTENT

The workshop will cover:

- ✓ Why story-telling;
- ✓ When to use stories;
- ✓ How to incorporate story-telling into an effective storyboard for your presentation;
- ✓ Framework for structuring your stories for optimal impact;
- ✓ How to establish rapport with and engage your audience;
- ✓ How to “own the room” through your presence;
- ✓ How to use effective use language, tone and physiology to maximise the impact of your communication;
- ✓ How to overcome objections with a story;
- ✓ How to deal calm nerves and deal with anxiety; and
- ✓ Structuring and practising the delivery of stories to facilitate change, sell your ideas, inspire, assure and empower others.

COMPLETION

Issue of Certificate of Completion

 info@certitudeaustralia.com.au

COURSE STRUCTURE

1 Day

- Face-to-Face, or
- Virtual delivery