



Persuasive Storytelling

Sample Program Design



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Objective

The great power and purpose of stories in business and professional communications is to make a point. You can claim that your product or service is superior; but you can prove it with a story. You can spell out your company's principles or values, but you can illustrate and validate them with a story. You can suggest that people act or change, but with a well-told story, you can jolt them into action.

In this workshop, you will begin to build a story room, a collection of stories that defines your brand, your culture, or your future. Participants will:

- Learn types of stories and how to apply them
- Practice using building blocks of a good story
- Build stories to persuade

Workshop Preparation

Pre-Assignments

All participants should read designated chapters from *It's Showtime: Richard Butterfield's Power of Persuasion* and prepare the following exercises.

Each participant should be prepared to build one story as follows:

Anecdote	Build and be prepared to tell an anecdote to differentiate a technology or product.
Powerbite	Build and be prepared to tell a story based on the Powerbite. Tell a second version that swaps out evidence to make the story appeal to a new audience.
Cautionary Tale Hero Story	Build and be prepared to present a "Failure to Implement" Cautionary Tale; then present a Hero Story to illustrate success.
Aspirational Story	Build and be prepared to tell an Aspiration Story that paints a story of the culture your organization wants to have.
Analogy	Build and be prepared to use an analogy to persuade your audience to see an initiative or policy change in a new way.



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Program

Persuasive Storytelling Workshop

Morning Accessing the Power to Persuade
Review building blocks and types of story
Participants share stories with feedback and coaching

Afternoon Curate and align stories to corporate messaging.
Incorporate new messages into various channels
Powerbites
Bullet-proof your messages
Q & A simulation and coaching

Boost It

Tell a More Compelling Story

Promote storytelling across your organization. Make time at regular meetings for departments or work teams to share stories of a recent challenge or milestone. Create a storytelling space, a section in the employee newsletter or a bog, where people are encouraged to share and comment on stories about the life and history of the organization and its offerings.

Every organization can use storytelling to discover its core values, bring them to life and put them to use.