

Strategic Storytelling

Overview

Great stories connect, engage, and inspire action. This course builds both individual creativity skills and group understanding by drawing out challenges, insights, and seeing each other's perspective. Taking the time to 'draw together' to create a shared strategic understanding and narrative is a catalyst for:

- Effective change – corporate or organizational change stories
- Disruptive innovation – new product or service development stories
- Strategic vision and actionable next steps - stakeholder need and value stories
- Common understanding – elevator pitches

Learning Objectives

By the end of the session, the delegates will have:

- A compelling, shared story that all team members can deliver consistently and passionately to key stakeholders. From the team's beginnings through to its exciting future.
- Improved common understanding, story intrigue, implementation and strategic communications skills. Work combines with play for open, honest interaction and future adaptability.
- Become a team of collaborative, creative problem-solvers and storytellers.

Format

Duration:	1 day: 9:30am – 4:30pm
Cost:	£2,520
Delegates:	18 maximum
Required:	whiteboard/flipchart with pens

Schedule

Morning

1. Introduction: format and objectives for the day
2. Individual strengths, creativity and leadership
 - Practise visual thinking skills
 - Discover and untangle the untold story elements and perspectives
3. Creating and iterating a common story
 - Team commitment and story
 - Refining the team story

Afternoon

4. Storytelling, presentation magic and becoming change agents
 - Develop your storytelling skills
 - Continue refining the team story
 - Performance feedback, tips and tricks

About Us

Susi Watson



Seeing helps with understanding. When 6 out of 10 people in a room are visual learners, coming together to reflect the wisdom of a group is empowering. When all see the whole picture from everyone's perspective, healthy dialogue connects diverse stakeholders. I often work with individuals and teams to visualize challenges, research, questions - building a 1.0 picture that helps everyone see gaps and unearth sustainable opportunities in complexity. BIG DATA provides an amazing resource to individual subject matter experts; bringing these experts together to see the whole enables better decision making at critical moments.

Jon Torrens



I've worked as a designer (and experienced the joy of deadlines) at games companies including Sony and Electronic Arts, and as a professional stand-up comic for a few years, so I know how to engage and motivate. Occasionally I can be funny too. Now, as a coach and speaker, I teach effective communication, using my personal skills to both show and tell. I provide communication skills training for Foster + Partners and Cambridge University. Unique insights from the worlds of computer game design and stand-up comedy enable even the most introverted of my clients to deliver presentations that delight and motivate their audiences.

Contact

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Social media

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