

# THE ART OF STORYTELLING IN BUSINESS

*How do I present my ideas in a way that resonates with my audience?*

+ WORK WITH A CONCEPTUAL STORYTELLING FRAMEWORK TO CREATE AN INFLUENTIAL NARRATIVE

+ IMPROVE STAKEHOLDER ENGAGEMENT AND BUY IN

+ USE AN EFFECTIVE NARRATIVE TO IGNITE ACTION AROUND AN IDEA

# THE ART OF STORYTELLING IN BUSINESS

TALK TO US: TRAINING@ENTERPRISEARCHITECTS.COM

## COURSE OVERVIEW

The Art of Storytelling in Business is a 2-day course that will introduce students to the art along with the science of storytelling.

Through a combination of theory and practical exercises, students will learn about the role of stories and narrative in effective communication.

They will develop skills involving story patterns, listening and empathy, using stories to make sense of complex information and constructing a compelling narrative to communicate an idea.

## KEY BENEFITS

With storytelling skills you can expect to realise benefits such as:

- + Increase clarity and resonance of your message
- + Increase your influence and rapport with your stakeholders
- + Reduce confusion and misalignment amongst stakeholders
- + Gain and hold the attention of your stakeholders
- + Enable effective decision making
- + Inspire group action and consensus

# The Art of Storytelling in Business is hands-on, practical and experiential so you walk away more capable of influencing others using stories.

## COURSE DETAILS

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### DELIVERY

This course is delivered over 2 days in an interactive classroom environment. This course is available privately for organisations upon request.

### PREREQUISITES

There are no prerequisites for this course.

### COST

For pricing and further information contact us at:

+61 9615 6507  
training@enterprisearchitect.com  
www.enterprisearchitects.com/learning

## WHY TRAIN WITH EA LEARNING?

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This course has been developed specifically to benefit the business community after hearing about the difficulty in influencing business people about architectural concepts and content.

The learning experience is about more than memorising new tools and techniques, we want you to leave feeling empowered to make great changes within your roles and organisations. From the moment you enter our learning space our staff are there to support and inspire and we hope to continue that relationship when you leave.

## WHO SHOULD ATTEND?

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The Art of Storytelling in Business is useful to anybody wanting to use stories to engage effectively with people at all levels of their organisation. The course has been designed with particular regard for people in roles where they use or explain architectures.

This course would be beneficial to people who need to communicate effectively and influentially with their stakeholders on new aspects of strategy, planning and architecture.





**“Stories constitute  
the single most  
powerful weapon in  
a leader’s arsenal.”**

DR. HOWARD GARDNER, PROF. HARVARD UNIVERSITY.

**EA LEARNING**

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*“Engaging content and compelling examples that I can apply to both professional and personal situations. An interesting look at the craft behind effective presentation and performance.”*

PROGRAMME MANAGER, BANKING CO.