

TRAINING PROVIDER	
Singapore Professionals' and Executives' Cooperative Limited	
COURSE INFORMATION:	
Course Title	<b>Harness the Power of Storytelling to Lead and Influence</b>
Language	English
Course Duration	1 day (7 hours / 9am to 5pm)
COURSE OUTLINE:	
<b>Course Description</b>	<p>Today's media landscape of unprecedented speeds and volumes of information transfer has led to competition between messages. Anyone who wants to influence, whether it's to push forward a social cause, to sell products, or simply to change the way people think, has no choice but to share their messages in the most compelling way.</p> <p>One of the most effective and powerful tools of influence is storytelling. Think about it, our lives are made up of stories, stories of our past, stories we tell ourselves and stories people tell about us. Human beings share stories to remind each other of who they are and how they should act. These tales are deeply ingrained in our DNA, and no matter where or when you were born, certain patterns of stories will influence you enormously. When we hear stories based on these patterns, we feel more like we're remembering something forgotten than learning something new.</p> <p>Storytelling may be an age-old tradition, but in today's corporate world, it's also been embraced as a uniquely powerful business practice. Top organizations utilize it as a means to communicate vision. Forward thinking business schools now include storytelling courses in their management curriculum. As a leader or a manager, if you're not using storytelling as a method to rally your troops and convince others of your ideas, you're missing out on one of the most powerful tools you have at your disposal.</p>
<b>Course Objectives</b>	<p>How good are you at articulating the story of your life to connect with others? How well can you tell the story of your company, of the people you lead so they feel valued?</p> <p>In this highly experiential and exploratory workshop, you will be taught how to generate powerful stories from your own lives and observations from everyday lives to powerfully influence people that you lead.</p>
<b>Key Topics Covered</b>	<p>The course explores the following in depth:</p> <p><b>Introduction to Storytelling</b></p> <ul style="list-style-type: none"> <li>• Appreciate the various effects of storytelling in everyday life</li> <li>• Why storytelling works</li> </ul> <p><b>Master the Elements of a Good Story</b></p> <ul style="list-style-type: none"> <li>• Finding a plot that connects</li> <li>• The devil is in the details!</li> <li>• Character sketching</li> <li>• Milking moral dilemmas</li> </ul>

	<p><b>Crafting Meaningful Stories</b></p> <ul style="list-style-type: none"> <li>• The various type of stories, so that you can craft stories for all situations and purposes</li> <li>• Tell touching personal stories to get the audience to connect to a high goal</li> <li>• Masterfully combine several stories to make a powerful point</li> <li>• Craft stories that offers a message or lesson for the audience</li> </ul> <p><b>Impactful Storytelling Delivery</b></p> <ul style="list-style-type: none"> <li>• Keep your audience at the edge of their seats through your story</li> <li>• Apply powerful delivery techniques, such as voice quality, enunciation, accents, pitch, vocal variety, body language, eye contact and energy, to bring the story to life.</li> </ul>
<p><b>Learning Outcomes</b></p>	<p>Successful completion of the course will increase your ability to:</p> <ul style="list-style-type: none"> <li>• Influence with stories – how telling the best stories will make all the difference in business, work and relationships</li> <li>• Dig deep into your personal experiences to craft authentic stories that teach and inspire</li> <li>• Create a “story-file” of stories, so that you always have compelling stories in your armory that you can tell to influence on demand</li> <li>• Learn the various types of stories you can tell for different situations and purposes</li> <li>• Be a leader who inspires by making a hero of your employees by recognizing and sharing their success stories</li> <li>• Be a master storyteller so that you can energize, excite and engage your audience every time you speak</li> <li>• Bring the audience through a roller-coaster ride in emotions so that they experience the learning for themselves, are inspired and moved to take action.</li> </ul>
<p><b>Learning Methodology</b></p>	<p>The workshop is delivered in an interactive learning setting and offers the opportunity to apply the concepts in a risk-free environment with simulated exercises and practices; trainer-facilitated group sharing and discussions, self-reflection and action planning; etc.</p>
<p><b>Who Should Attend</b></p>	<ul style="list-style-type: none"> <li>• Leaders who have to lead change and inspire their team</li> <li>• Salespeople who want to present their products/services to clients in a compelling manner.</li> </ul>