

Storytelling for Influence Skills Training

Course Duration: 08 Hours

Course Code: SIST

1. Course Overview

Storytelling for Influence Skills Training is designed to help professionals communicate ideas effectively using the power of storytelling. This course focuses on crafting compelling narratives that inspire, persuade, and engage audiences in business and personal settings. It enhances communication, leadership presence, and emotional connection with listeners.

2. What You'll Learn

- Fundamentals of impactful storytelling
- How to structure stories for influence and persuasion
- Techniques to connect emotionally with your audience
- Using storytelling in sales, marketing, and leadership
- Improving presentation and communication skills
- Real-life application of storytelling in workplace scenarios
- Building confidence while delivering stories

3. Target Audience

- Marketing and sales professionals
- Team leaders and managers
- Entrepreneurs and business owners
- Trainers, educators, and public speakers
- Customer-facing professionals
- Anyone looking to improve communication and influence skills

4. Pre-Requisites

- Basic communication skills
- Interest in personal or professional development
- No prior storytelling experience required
- Willingness to participate in practical activities

5. Course Content

Module 1: Introduction to Storytelling

- What is storytelling in business
- Importance of storytelling for influence

Module 2: Elements of a Powerful Story

- Characters, conflict, and resolution
- Emotional triggers and audience connection

Module 3: Storytelling Frameworks

- Classic storytelling structures
- Business storytelling models

Module 4: Storytelling for Influence

- Persuasion techniques
- Storytelling in sales and marketing

Module 5: Delivery Techniques

- Voice modulation and body language
- Engaging your audience effectively

Module 6: Practical Applications

- Storytelling in presentations

- Case studies and role-play exercises

Module 7: Final Practice & Feedback

- Live storytelling practice
- Expert feedback and improvement tips

