informatech

COMMUNICATION AND WRITING SKILLS | CWS-009

Certificate in Storytelling for Business Impact

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Course content

Why Attend

Storytelling is one of the most powerful communication tools for influencing decisions, inspiring teams, strengthening brands, and driving business results. This course equips participants with practical storytelling techniques that transform complex ideas into compelling narratives, helping leaders, managers, and professionals communicate with greater clarity, authenticity, and impact across presentations, meetings, marketing, sales, and organizational change initiatives.

Course Methodology

The course combines instructor-led presentations, storytelling workshops, individual writing exercises, group discussions, practical storytelling labs, peer coaching, case studies, presentation practice, and video feedback sessions to build participants' confidence and communication effectiveness.

Course Objectives

By the end of this course, participants will be able to:

- Understand the strategic value of storytelling in business communication
- Structure engaging stories that influence, persuade, and inspire audiences
- Apply storytelling techniques across leadership, sales, marketing, and organizational communication
- Develop authentic business narratives aligned with organizational goals
- Deliver stories confidently using effective verbal and non-verbal communication skills
- Utilize visual storytelling techniques to strengthen audience engagement
- Adapt storytelling approaches for face-to-face, virtual, and hybrid environments

Target Audience

- Executives and managers
- Team leaders and supervisors

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Target Audience

- Marketing and communications professionals
- Sales and business development professionals
- Human resources and learning professionals
- Trainers and facilitators
- Entrepreneurs and consultants
- Professionals who regularly present or influence stakeholders

Target Competencies

- Business storytelling
- Executive communication
- Presentation skills
- Audience engagement
- Leadership communication
- Persuasive communication
- Visual storytelling
- Public speaking

Course outline

Day 1: The Power of Storytelling in Business Communication

- Understanding the science behind storytelling and audience engagement
- Exploring how stories influence decision-making, trust, and memory
- Comparing storytelling with traditional information-based communication
- Identifying business situations where storytelling creates greater impact

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Course outline

• Developing an authentic storytelling mindset built on credibility and empathy

• Assessing personal communication strengths and storytelling opportunities

Day 2: Designing Compelling Business Stories

• Understanding the essential structure of effective business narratives

• Building stories with meaningful context, challenges, and outcomes

• Applying emotional engagement techniques that strengthen audience connection

• Aligning stories with organizational values, culture, and strategic objectives

• Selecting the most appropriate storytelling formats for different business situations

• Practical workshop: Developing business stories for leadership, customer engagement, and organizational communication

Day 3: Storytelling for Influence and Organizational Impact

• Aligning storytelling strategies with audience expectations and business objectives

• Creating stories that support leadership, change management, and business growth

• Using storytelling within presentations, proposals, and strategic communication

• Applying storyboarding and narrative planning techniques to organize complex messages

• Strengthening business messages through practical examples, customer experiences, and success stories

• Practical workshop: Developing and refining a personal signature business story

Day 4: Applying Storytelling Across the Organization

• Using storytelling to communicate vision, purpose, and organizational change

• Applying storytelling techniques to strengthen marketing, branding, and stakeholder engagement

• Enhancing learning, onboarding, and employee engagement through narrative communication

• Integrating visuals, multimedia, and presentation tools to reinforce business stories

• Delivering business stories with confidence while receiving structured coaching and feedback

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Course outline

• Practical exercises focused on real workplace communication scenarios

Day 5: Delivering Stories with Confidence and Presence

• Mastering verbal delivery techniques that enhance clarity and audience engagement

• Strengthening body language, vocal variety, pacing, and executive presence

• Adapting storytelling techniques for virtual, hybrid, and in-person communication environments

• Delivering persuasive stories tailored to different audiences and business situations

• Final storytelling presentations with peer and instructor feedback

• Personal action planning, course review, lessons learned, and certificate presentation

Seminar dates

Available seminar dates

Live dates and pricing for Certificate in Storytelling for Business Impact generated from the course details page.

Date	Location	Format	Fee
Dates on request	Venue on request	Classroom	**Contact us**

Live online option	Online delivery is available at €1,850.-.