Communicating with Credibility

Intended Audience	Mid-Level	**Delivery Options**	• 1-Day In-Person (Onsite or Seminar) • 3-Week Virtual
HR Competencies	• Communication • Relationship Management • HR Expertise (HR Knowledge)	**Recertification***	SHRM: 7.5 PDCs

Program Overview

In today's rapidly evolving corporate landscape, conventional methods of internal communication no longer suffice in establishing a genuine emotional connection within the workplace—and yet the art of effective communication within the professional realm is an indispensable asset for crafting a prosperous career. This comprehensive one-day program is designed to help you harness the power of storytelling as a catalyst for strengthening your communication prowess and crafting compelling messages. Through immersive engagement with real-life workplace scenarios, this interactive program equips you with the tools you need to master the art of storytelling in order to enrich your leadership, management and interpersonal skills.

Once you are armed with the knowledge and resources necessary to seamlessly integrate storytelling practices into your professional repertoire, you'll be able to propel performance, nurture employee relations, exemplify exemplary behaviors, and foster a workplace culture deeply rooted in the realm of human experiences. Join us on this transformative journey toward becoming a communication virtuoso in the corporate world.

Program Objectives

This program is designed to provide you with the knowledge and skills necessary to:
- Structure and deliver messages effectively using storytelling guidelines.
- Apply the elements of a storytelling process to introduce a topic, shape your messaging and inspire action.
- Read your audience and skillfully target your message to your recipient(s).
- Create an action plan to continue growing your storytelling skills and practices.

Program Modules

This program includes the following modules:
- Module 1: Introduction
- Module 2: Workplace Communications
  - Miscommunication
  - Communication Factors
  - Employee Engagement Connection

1

- Module 3: The Power of Storytelling
  - Future of Storytelling
  - Leadership Storytelling
  - When to Tell a Story
  - Story Repository
- Module 4: The Structure of a Compelling Story
  - Story Elements
  - Storyboarding
  - The Story Arc
  - Story Characteristics
- Module 5: Identifying Stakeholders
  - The Audience
  - Mapping
  - Identifying Influence
- Module 6: Storytelling and Data
  - Data Types
  - Impact of Data
  - Weaving Data into Storytelling
- Module 7: Becoming a Storyteller
  - Public Speaking
  - Transitioning from Presenting to Storytelling
- Module 8: Conclusion