



TRAINING THAT DEVELOPS  
*REAL CAPABILITY*



## Storytelling for Business

LPD022

## Storytelling for Business

Storytelling is a crucial skill that leaders use in a variety of business situations. Accomplished leaders employ storytelling to improve interpersonal relationships, communicate strategy and build culture.

From an operations perspective, storytelling is a skill that empowers leaders to create common ground among teams, unleash the drive and passion of their people and share a vision for the future.

The primary focus is on the ability to deliver effective presentations with the desired impact, using a professional tone and Storytelling for Business techniques. Using the steps covered in this program, participants will learn how to deliver presentations with clarity, confidence and credibility.

This will enable learners to deliver information impactfully, that connects, engages and influences people in a real and authentic way.

The approach we use is in two stages;

**Stage One** – content training half day

**Stage Two** – skills practice and feedback half day

**This approach is indicative of how we tailor our programs to the Clients needs. We strongly recommend contact with the Client at design stage to ensure the program is tailored your specific learner groups and Business Objectives.**

## Duration & Price

Duration: TBC

Delivery mode: This programme is available In-Company

## Dates & Locations

*In-Company training programmes are customised for your organisations specific needs. Most In-Company training is now delivered virtually.*

## In-Company Training

Please [contact us](#) for more information on our In-Company training options

## What's covered?

Key to the training outcomes for this proposed program will be the development of the following:

- Communication Skills needed to create a positive experience while delivering presentations.
- Increased appreciation of the importance of Communications skills while presenting
- Importance of Context
- Skills and Competencies Involved with Making Effective Presentations
- What is Storytelling for Business
- Putting Your Business Storytelling Skills into Action
- Giving and Receiving Feedback on your Storytelling for Business Skills

This will be facilitated using a combination of tutor input, group discussion and Skills Practice sessions with continuous feedback in a safe environment to aid development.

To cover the content, meet the outlined Learning Outcomes and give opportunity for Skills Practice, two separate days are recommended for each stage – ideally a week apart. This will provide some opportunity for application through Skills Practice.

## Who should participate?

The programme is designed for those who need to inspire and who want to motivate staff to get things done.

## What will I learn?

The Learning Outcomes are as follows:

- Be equipped to create an effective presentation with strong content and quality visual presentation.
- Understand how Storytelling for Business is used effectively.
- Know the different styles and where they can be applied.
- Participate in Skills practice of all theories and models introduced in a safe environment.
- Experience through feedback an appreciation of where you are now in terms of your Storytelling for Business Skills and put in place an action plan for further development.

## How do we train and support you?

Building on over 40 years' experience in human resource learning and development; the tutors utilize an experiential learning approach to their programs. This methodology of learning provides an opportunity for learners to engage with, experience and apply the learning in a practical way and also provides the opportunity for learners to receive feedback on their newly applied skills. The opportunity is also provided to learners to reflect on the full learning experience and how this might be of value to them in the achievement of their learning goals.

To assist and continue with skills development, we facilitate via email a post learning reflective practice utilizing skills practice sessions recorded during the course. This assists delegates in embedding new learning, gives further support and enables them to define any further actions required. This program offers one to one or group coaching as an additional element to further support the delegate and embed the learning process.

### **In-House Courses**

For In-House courses, the tutor will contact you in advance to discuss the course programme in more detail in order to tailor it specifically for your organization and your people.

### **Course Manual**

A softcopy of the materials will follow on course completion.

## Tutors



**Emer Doyle**  
[View Profile](#)



**Gina Ryan**  
[View Profile](#)

## What Our Learners Say

We believe in excellence through transparency and continuous improvement. That's why we invite all our delegates to share their experiences on [CourseCheck.com](https://www.coursecheck.com), an independent platform dedicated to genuine, unfiltered feedback. Learner insights help us not only to enhance our training programmes but also empower potential learners to make informed decisions. Click on the link below to read firsthand experiences and testimonials from past learners.



[Click Here](#)



# TRAINING THAT DEVELOPS *REAL CAPABILITY*

SQT provide a unique combination of high quality, accredited, practical training delivered by leading industry experts and supported by the most up to date learning technology and tools

## LEAN SIX SIGMA, PROCESS & PROJECT MANAGEMENT

- Lean Six Sigma
- Join our Lean Six Sigma Network
- Continual Process Improvement
- Project & Programme Management

## COMPLIANCE, STANDARDS & AUDITING

- Quality
- Environment & Energy Management
- Health & Safety
- Food Safety
- Life Sciences
- Laboratory
- Integrated Management Systems

## LEADERSHIP & PERSONAL DEVELOPMENT

- Leadership & Personal Development
- Train the Trainer



SQT Training Ltd. | T: +353 61 339040 | E: [info@sqt-training.com](mailto:info@sqt-training.com)  
W: [sqt-training.com](http://sqt-training.com)



Please follow us on social media for relevant news, events and updates