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STORYTELLING FOR IMPACT AND INFLUENCE

Start Date:	05/10/2026	**End Date:**	09/10/2026
Categories:	Business Communication	**Venues:**	Barcelona
Formats:	In Person	**Instructors:**	

OVERVIEW

This course helps professionals harness the power of storytelling to inspire action, drive alignment, and communicate complex ideas. Participants will craft strategic narratives to influence decisions and connect with stakeholders on a deeper level.

OBJECTIVES

By the end of this course, participants will be able to: – Structure persuasive stories that resonate with diverse audiences. – Use narrative frameworks to communicate vision, change, or values. – Combine logic, emotion, and credibility to strengthen messages. – Deliver stories with authenticity and confidence. – Use storytelling as a tool for leadership, influence, and learning.

COURSE OUTLINE

1- Why Storytelling Works: The Neuroscience of Narrative 2- Crafting Clear, Compelling Story Structures 3- Finding the Right Story for the Right Moment 4- Delivering Stories That Stick 5- Embedding Storytelling in Leadership and Communication

TARGET AUDIENCE

All Supervisory Levels, Leaders, managers, facilitators, consultants, and professionals looking to enhance their communication and influence.

METHODOLOGY

Story crafting labs, message mapping, feedback rounds, delivery drills, story circles, and video playback for refinement.

CONCLUSION

Participants will leave with 2–3 crafted stories they can use immediately, plus tools to tell stories that shape culture, action, and impact.

DAILY AGENDA

Day 1: The Power of Story

Explore why stories influence people more than data alone.

Day 2: Shape Your Message

Use proven frameworks to design impactful business narratives.

Day 3: Speak to the Heart & Mind

Balance emotion, logic, and credibility in your storytelling.

Day 4: Practice Your Presence

Deliver stories confidently and receive constructive feedback.

Day 5: Make Storytelling a Habit

Embed narrative thinking into daily leadership and communication.

For more information, please contact us:
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