



**"Shedding
Light
on Skills
Development"**



Kwelanga

TRAINING

engage | inspire | elevate

The Art Of Storytelling For Business Impact (2 Days)

A Specialised Kwelanga Training Programme

INTRODUCTION

Welcome to our groundbreaking course: "The Art of Storytelling for Business Impact."

You have crunched the numbers, gathered insights, and you are ready to present. But how do you transform your data into a story that captivates your audience and drives action? This is where the magic of storytelling comes in.

Picture this: You are standing in front of your management team or key stakeholders. You have one shot to not just share facts but to take them on a journey. One that paints a vivid picture of challenges and triumphs, making the data resonate on a human level. A story that gets everyone on board with your vision, whether they are a numbers person or not. Sounds empowering, doesn't it?

In this course, we will explore the mechanics of visual storytelling to help you communicate complex data effortlessly. You will learn how to tap into the emotions of your audience and use graphical techniques that make your message unforgettable.

But we are not stopping there. You will also master the art of persuasion and influencing, helping you achieve your goals no matter where you stand on the corporate ladder.

By the end of our time together, you will walk away with the skills to engage your audience, inspire action, and elevate your impact – bringing your data stories to life in a way that gets results. So, are you ready to become the narrator of your own business success story? Let's begin.

COURSE CONTENT

Unblocking your Communication to Ensure Understanding

- Why do our attempts at communication often fail?
- Confirmation of brief
- Planning your communication approach
- Communicating with confidence

Storytelling

- How storytelling can boost your influence
- Connecting to the why
- Bringing the story to life
- Data storytelling

The Elements of a Powerful Story

- Analysing your Audience
- Determining the purpose
- Defining the objective

Presentation Strategies

- Setting up a persuasive presentation
- The Five S Framework

The Presentation Preparation Process

- Mind-map the body of the presentation
- Construct my plan
- The body's structure
- The conclusion

Researching and Writing the Body

- Write the body
- Decide on the sequence
- Write the Introduction
- Practice and timing
- Visual Aids

Manipulative Language

- What is manipulative language?
- What is manipulative language's purpose?
- Dealing with manipulative language

Question and Answer Sessions

- Preparing for a Q&A session
- Troubleshooting in a Q&A session

Troubleshooting for Presenters

- Problem/Solution analysis

Tell your Story

- Individual five-minute story from each participant

Appendix: A Big Data Approach to Public Speaking Motivate and Influence an Audience

A Way Forward – Personal Elevation Plan

TRAINING METHODOLOGY

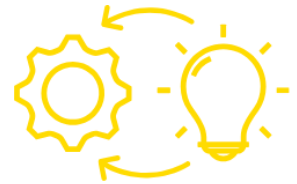


Our training methodology is designed with a core focus: to ensure that the knowledge acquired translates into tangible results, adding substantial value and visibly improving performance within the workplace.

We employ an outcomes-based approach, fostering active engagement through highly interactive, facilitator-led sessions.

WHAT WE OFFER

- Public Courses vs Closed Group Training
- Face-To-Face Training (F2F)
- Virtual Instructor-Led Training (VILT)
- Customisation
- Impact Compass
- myQuest LMS



POST COURSE ASSISTANCE

Contact the Coach” – Bridging Learning for Business Results

We offer a continued learning relationship providing **FREE** access to post course support to embed the knowledge gained. Our advisors are subject matter experts in each area of specialisation.

Delegates can ‘Contact the Coach’ for support, Information or assistance with additional questions regarding the application of theory covered during the course.



Personal Elevation Plan – Bridging the Gap from Training to Workplace Application

The Personal Elevation Plan isn’t just a takeaway – it’s a structured, practical guide that helps delegates seamlessly transition their learning into real-world action.



Sustained Development and Accountability: By tracking progress and engaging with their managers, delegates stay committed to their growth, making learning an active part of their professional journey.

A Tool for Measurable Impact: Rather than training being a one-time event, this plan enables organisations to see tangible results by embedding new skills into everyday work.

A Catalyst for Meaningful Conversations: Ideal for one-on-one coaching and performance discussions, the plan encourages ongoing development dialogues between delegates and their managers

OUR COMMITMENT TO YOU ...

Kwelanga Training’s Commitment

*To develop and inspire each individual to be the best that they can be.
To assist clients in the transfer of skills and positive behaviour change.*