

# Crafting Strategic Visual Stories™

Agenda for **onsite** classroom delivery



## Storytelling fundamentals

9:00 AM – 10:15 AM	Welcome and housekeeping
	What makes a great story?
	Why storytelling in business matters
	The WHY, WHAT, and HOW of business storytelling
	Activity: Identify the four signposts and BIG Idea in three business case studies
	Common ways to introduce characters in business narratives
	Apply concepts to real work: What's your story topic?
<i>Break (10 min)</i>	

## Flex your story

10:15 AM – 10:30 AM	Common scenarios when we must flex our story	You've got 5 mins with an executive
		You need to influence over email
		You're providing an update
		You must tell a story on one page
		You're told "only 3 to 5 slides"
		Your audience is diverse... how can you please everyone?

## Walk in your audience's shoes

10:30 AM – 11:15 AM	The best stories are not about you... they're about your audience
	Introducing the Visual Story Planner™
	Individual activity: Walk in your audience's shoes
	Activity debrief: Share your discoveries

## Your BIG idea

11:15 AM – 12:00 PM	Every great story has a BIG idea
	Examples of BIG ideas in business
	Individual activity: Craft your BIG Idea
12:00 PM – 1:00 PM	<i>Lunch</i>

## Story headlines

1:00 PM – 1:30 PM	Headings vs. headlines
	How to write story headlines that flow
	Practice: Writing headlines

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## Putting it all together

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1:30 PM – 2:00PM	Activity: Weak vs. strong story planners
	Team report-outs
	<i>Break (10 min)</i>
	Practice: Craft your story headlines

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## Story lab

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2:00 PM – 3:15 PM	Share your story planner with colleagues
	Exchange feedback: Use StoryCoach™ to guide your coaching conversation

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## Gallery walk

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3:15 PM – 4:00 PM	Share your story planner
	Browse the gallery and celebrate your colleagues
	Gallery walk debrief

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## Wrap up

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4:00 PM – 4:30 PM	What happens next?
	Preview: Developing a visual story is a 3-step process
	The journey continues!
	Tools to enable your behavior change
	Your key takeaways from this training

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*Program ends at or before 5:00 PM*