

Crafting Strategic Visual Stories™

Agenda for **virtual** classroom delivery



Module 1

Storytelling fundamentals

Welcome and housekeeping

Virtual whiteboard activity: 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?

Break (10 min)

Flex your story

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

The best stories are not about you... they're about your audience

Introduction to the Visual Story Planner™

Homework: Walk in your audience's shoes

2.5 hours

Wrap up

Module 2

Your BIG idea

Welcome and module 1 review

Breakout activity: Share your discoveries

Every great story has a BIG idea

Examples of BIG ideas in business

Practice: Identify the BIG Idea

Individual activity: Craft your BIG Idea

Break (10 min)

Story Headlines

Video: Headings vs. story headlines

How to write story headlines that flow

Practice: writing headlines

Putting it all together

Breakout activity: Weak vs. strong story planners

Homework: Craft your story headlines

2.5 hours

Wrap up

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Module 3

Share your story headlines

Welcome and module 2 review

Breakout activity: Share your story planner with colleagues

Team report-outs: Exchange feedback on your story headlines

Introduction: Gallery walk

Break (10 min)

Gallery Walk

Breakout activity: Browse the gallery and celebrate your colleagues

Gallery walk debrief

Wrap up

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

2.5 hours

Wrap up and Feedback (survey distributed electronically)
