

Making Your Message Memorable: Communicating Through Stories (1st Edition)

Course Specifications

Course Number: CCT-019_rev4.0

Course Length: Self-study or classroom training

Course Objective: The learning objectives for Making Your Message Memorable are listed below. They have been developed to guide you, the reader, to the core issues covered in this book.

The Objectives of this book are:

- To demonstrate the ways that storytelling makes an effective business communication tool in the workplace
- To explore the elements of story development as they apply to a business setting
- To spell out how to take a story from rough draft to refined form
- To present delivery techniques to help storytellers build connections with

Course Content

Part 1: Storytelling in the Workplace

Nine Ways to Put Stories to Work

1. Opening and Closing Meetings
2. Breaking the Ice
3. Gaining Acceptance by Showing Vulnerability
4. Sharing Good News
5. Improving Job Skills and Increasing Productivity
6. Delivering Difficult News
7. Selling Products and Services
8. Building Teams
9. Increasing Diversity Awareness

Summary: Putting Stories to Work

Part 2: Developing Your Story

Defining Your Purpose

Knowing Your Audience

Finding Story Ideas

Choosing Your Story's Hero

Developing Conflict and Resolution

Organizing Your Story

Summary: Bringing It Together and Making It Work

Part 3: Bringing Your Story to Life

- Getting Started with a Rough Draft
- Telling or Reading the Story Aloud
- Revising and Strengthening the Story
- Checking the Story Against Its Purpose
- Punching Up the Story with Extra Elements
- Summary: The Nine Rs of Refining Stories

Part 4: Connecting with the Audience Through Your Delivery

- Creating a Positive First Impression
- Finding Your Natural Storytelling Style
- Making the Most of Your Voice
- Using Movement and Gestures
- Adapting to Setting and Audience Size
- Adding Props, Sound, and Audience Interaction
- Summary: Storytelling Builds Connections

Appendix

- Appendix to Part 1
- Appendix to Part 2
- Appendix to Part 3
- Appendix to Part 4
- Additional Reading