



# SELLING YOUR IDEAS THROUGH STORYTELLING

*Build compelling stories to make your case*

In our fast-paced business world, gaining attention for a new idea can be challenging. Leaders often fill their presentations with statistics and metrics to help make their case, but these numbers and the meaning behind them often fail to make the personal connection that motivates people. To make an impact you need to connect with your stakeholders in a way that inspires action. Storytelling, a skill once reserved for authors and movie producers, has become the newest addition to the business leader's tool box. Some claim it will be the leaders' most important skill in the next decade. Research has shown that stories allow us to connect with data in a meaningful way. By developing storytelling skills, you will be able to:

- Create a compelling message that clearly communicates why your idea is better than any alternative
- Evaluate the preferred communication styles of your audience and frame your idea in a way that resonates deeply with them
- Create a memorable pitch, using the proven PCAN storytelling framework. Stakeholders will remember your idea and vision, and understand how the idea can provide mutual benefit
- Navigate the organizational environment to gain support for your idea at all levels. Storytelling helps you to work with and through others to gain alignment on a common goal.

This learning sprint combines a research-based framework, strategies and tools for communicating with diverse groups, and a proven work plan for moving your idea from concept to implementation.

Developed in partnership with:



## OUTCOMES

- Create a story that will increase the success of an important initiative or change effort
- Use storytelling to help teams understand and align around a future state your team must reach
- Identify action steps to work across departments and cultures in a more collaborative manner

## YOU WILL

- Understand how stories use context, emotion and simple themes to build deep connections with your audience
- Develop a convincing case for your idea by identifying reasons for your audience to say "Yes!"
- Build your own story, using the concepts covered each day. At the end of the sprint, you will have a memorable pitch to communicate your idea within your organization

## ABOUT THE EXPERT



### MARIO MOUSSA, PH.D., MBA

- *President, Moussa Consulting*
- *Adjunct Instructor, NYU and Educator, Duke Corporate Education*
- *Consultant, The Aresty Institute of Executive Education, The Wharton School*
- *Co-author, The Art of Woo: Using Strategic Persuasion to Sell Your Ideas, and Committed Teams: Three Steps to Inspiring Passion and Performance*

## SPRINT OUTLINE

| DAY 1<br>WHY DO YOU NEED TO BE A STORYTELLER?  | DAY 2<br>HOW DO YOU TELL A GOOD STORY?   | DAY 3<br>KEEP YOUR MESSAGE SIMPLE AND CLEAR  | DAY 4<br>USE THE RIGHT REASONS   | DAY 5<br>INTERACTIVE CAPSTONE   |
|--|--|--|--|---|
| <ul style="list-style-type: none"> <li>• How Can Storytelling Persuade Others?</li> <li>• The Importance of Creating a Memorable Message</li> <li>• Why Does Storytelling Work?</li> </ul> | <ul style="list-style-type: none"> <li>• Storytelling 101</li> <li>• Create Your Story Outline</li> <li>• Make Your Story Memorable</li> <li>• Example: A Story to Unite Us</li> </ul> | <ul style="list-style-type: none"> <li>• Keep it Simple, Personal and Relevant</li> <li>• Example: A Goal to Rally Around</li> <li>• The PCAN Framework</li> <li>• Build Your Story Outline</li> </ul> | <ul style="list-style-type: none"> <li>• Persuasion Channels</li> <li>• Assess How Your Communication Style Affects our Pitch</li> <li>• Develop a Persuasive Story</li> <li>• Reasons to Say Yes</li> </ul> | <ul style="list-style-type: none"> <li>• Options include Video Response, Online Discussion, or Live Event</li> <li>• Cohort members and expert(s) exchange ideas about content significance, application, and follow through</li> </ul> |