

# INFLUENCE WITH STORIES

4-HOUR VIRTUAL WORKSHOP

## SHOW, DON'T TELL.

You've done your due diligence. You understand audience "care-about's". You know your content and the value you can add. And yet, you are still:

- Struggling to communicate your message's uniqueness
- Concerned that your information will sound bland and won't connect strongly enough with your audience
- Worried that your content won't "stick" with your listeners in the whirlwind of information competing for their attention

Learn to differentiate yourself by skillfully weaving the epic power of stories, analogies, and anecdotes into your presentations, conversations and meetings. Use short and vivid stories to bring your content to life.

### Discover how to be heard

In this one-day workshop, using the proven Mandel skill-building system, you will quickly gain exceptional communication skills that will stick with you, including the skills to:

- Plan and tightly link your content to your audience's needs, interests, and "care-about's"
- Strengthen **what** you say using Mandel's BLUEPRINT® and SCIPAB® Methodology
- Improve **how** you say it by building "Executive Presence" delivery skills
- Motivate your audience to listen
- Move people toward your desired action
- Understand the strategic placement and remarkable power of stories, analogies, and anecdotes



SMALL  
GROUPS



LIVE  
VIRTUAL

WORKSHOP  
DELIVERY  
OPTIONS

# THE SKILLS

## DAY ONE: 2.5-hour virtual session

**CONSTRUCT** and **CONVEY** memorable stories, analogies and anecdotes with conviction

- Understand the strategic placement and remarkable power of stories, analogies and anecdotes when used as part of well-crafted content
- Learn how to apply time-proven elements of “classic” storytelling when you are delivering memorable content and influencing decisions in a very ‘noisy’ business environment
- Efficiently construct relevant and engaging stories, analogies and anecdotes for an upcoming presentation, conversation or meeting you plan to deliver
- Learn the communications skills required to build your personal credibility by capturing your listeners’ attention and heightening their involvement in your stories

## LAB: 90-min practice skills lab

**PRACTICE** in small-groups with your Mandel trainer

- Practice your delivery to refine and strengthen your new skills of story creation and storytelling, while receiving expert feedback
- Receive individual coaching to capitalize on your opportunities for skill improvement as a masterful business communicator

# THE FORMAT

## SPECIFICATIONS

- Two virtually delivered workshops, the first is 2.5 hours followed by a 90-min practice skills lab
- Up to 12 participants
- Interactive practice and real-world, job- specific applications

## MEASUREMENT and REINFORCEMENT

- All participants have two months of free access to our leading-edge mobile app that leverages artificial intelligence to measure improvement in the skills
- Detailed evaluation reports are offered complimentary for every workshop