

INFLUENCE WITH STORIES™

CLASSROOM
1 DAY FOR UP TO 10



WANT TO CONNECT? TELL A STORY.

So many communications fall flat because they are missing a critical element.

Beautiful decks are assembled. The graphics are clear, and the copy is just right. Everything seems perfect for the audience to understand and take action.

But then in the moment it **fails to meet expectations**. The audience is not convinced, or perhaps disinterested. Why? Often, the communication is missing the one tool that will unlock the audience's interest and connection to the message... **STORIES**.

Without stories, presentations and conversations are much less believable, relatable and less memorable. Three crucial ingredients for success.

Mandel's **INFLUENCE WITH STORIES™** classroom workshop addresses these challenges by equipping participants with vital storytelling skills:

1. **UNDERSTAND** why stories matter
2. **IDENTIFY** a critical message missing its story
3. **DECIDE** what story to tell and when
4. **CRAFT** a relevant and memorable story
5. **PRACTICE** telling their story

World class training with proven results.

Harness the power of storytelling to drive immediate, measurable business results:

- Deeply connect the message to the audience
- Add enormous credibility
- Engage the audience with a story they will remember and repeat
- Create a lasting image of the value proposition

Mandel Communications is a recognized leader in communication training with a global footprint supported by coaches located around the world.

A message without a story is an incomplete message.

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831.475.8202 | MANDEL.COM

THE SKILLS

8:30 AM – 5:00 PM | Instructor-led live classroom training for all 10 participants

PREPARATION

- Complete a quick survey with targeted questions to equip the Story Coach with pertinent information
- Analyze a commencement speech
- Participants bring a story that might be told to an intern

1. UNDERSTAND why stories matter

- Review the neuroscience behind storytelling – how stories change our brains
- Discuss the key communication challenges stories help us address

2. IDENTIFY a critical message missing its story

- Participants choose an important message they need to convey
- Breakdown the message to determine the story that needs to be told to support it

3. DECIDE what story to tell and when

- Review the three key story types:
 - COMPARATIVE** | analogies
 - MINI** | examples and anecdotes
 - PRIME** | personal, business, and what-if
- Participants plan the timing of their story

4. CRAFT a relevant and memorable story

- Participants review the critical components of the story they want to tell
- Storyboarding and story sharing

5. PRACTICE telling their story

- Participants practice telling their story
- Mandel Coach adds expert fine-tuning
- Peers learn story mechanics by coaching each other

THE DETAILS

SPECIFICATIONS

- 1-day classroom session for up to 10 (8 hours per participant)
- Stakeholder viewpoint sets the stage
- Real-world, job-specific applications
- Video-recorded practices & coached exercises
- Flexible design aligns to business priorities

REINFORCEMENT & MEASUREMENT

- Two months' free access to AI-driven mobile app measures improvement
- Easy-to-use tools deliver immediate application and make training stick
- Insightful evaluation reporting provides immediate, relevant feedback



SMALL
GROUPS



LIVE
VIRTUAL

FLEXIBLE
DELIVERY
OPTIONS

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