

Leadership & Management Development



1.6 Effective Storytelling

The programmes within this Communication pillar are not “off-the-shelf” courses. They are designed as a menu of development options that can be combined, adapted and shaped to reflect what is really happening inside your organisation. What initially presents as a “communication problem” frequently turns out to be something deeper – a question of confidence, trust, conflict, influence or clarity of management.

These outlines are therefore best read as catalysts for discussion – prompts to help you reflect on how people currently communicate, where friction or misunderstanding arises and what kind of development will genuinely shift behaviour. In practice, the most effective solutions often draw on complementary elements from across our other pillars – Personal Development, Management and Leadership, Business Development and Senior-Level Leadership and Talent Development. Every intervention we deliver is built in partnership with you, around your culture, your people and the outcomes you need to achieve.

Course Overview

Stories have the power to make messages memorable. They help people understand context, connect emotionally and take action. This one-day programme introduces practical storytelling techniques that enhance communication in presentations, leadership conversations and client-facing interactions.

Participants will learn how to structure stories with clarity, adapt them for different audiences and bring them to life through delivery. They will leave with greater confidence to communicate with purpose and influence.

Who Should Attend

Relevant for anyone who wants to:

- Strengthen communication impact
- Motivate and engage colleagues or stakeholders
- Present ideas with greater clarity and resonance
- Use stories appropriately in a professional environment
- Suitable for leaders, managers, sales professionals, trainers and anyone responsible for influencing others through communication.

Context

Facts inform, stories inspire action. Leaders often have compelling ideas yet struggle to connect them emotionally with the people who need to believe in them. Storytelling brings purpose and meaning to strategy, helping people understand not only what is changing, but why it matters.

At Expleo we help leaders craft narratives that resonate and motivate. This programme enables participants to bring clarity to complex messages and communicate in ways that connect with both the hearts and minds of their audience.

How Certification is Earned

Upon successful completion of this course, participants will be awarded a certificate of attendance from Expleo Academy.

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Course Objectives

By the end of this programme participants will be able to:

- Develop compelling story structures to strengthen communication
- Apply audience insight to build emotional connection
- Use storytelling techniques for business communication
- Adapt stories for multiple platforms and contexts
- Integrate visuals to support and sharpen the narrative
- Enhance presentation skills using narrative flow and engagement techniques

Course Outline

1. Introduction to Effective Storytelling

- The importance of storytelling in business and communication
- Why stories help people understand and remember information

2. Knowing Your Audience

- Identifying what will resonate most
- Understanding needs, expectations and motivators

3. Elements of a Compelling Story

- Structure, conflict and resolution
- Characters, challenges and insight

4. Designing Your Narrative

- Clarifying message and purpose
- Building flow, pace and impact

5. Storytelling Across Platforms

- Adapting stories for presentations, written communication and digital channels
- Selecting visuals that strengthen the message

6. Storytelling in Business

- Using storytelling to support persuasion, leadership and collaboration
- Practical examples from workplace communication

7. Storytelling in Delivery

- Integrating narrative into presentations and conversations
- Responding to questions while maintaining message clarity

Training Methodology

An interactive and applied learning experience including:

- Group exercises and storytelling practice
- Real scenarios and peer feedback
- Practical templates and tools for everyday use

Participants will leave with storytelling techniques they can apply immediately for greater communication impact

Contact

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