

Storycrafters

Stop Making Presentation,
Start Telling **Stories**



StoryCrafters

Let's save the world from death by PowerPoint



All Levels

Presentation Skills

Storycrafters – Data Storytelling

Numbers can tell powerful stories.
Data Storytelling lies at the ...



Expert

High Impact Presentations

Storycrafters – Business Storytelling for Leaders

From telling the story of a brand,
sharing a success ...



Intermediate

Sales Skills

Storycrafters – Storytelling in Sales

Storytelling can dramatically improve
sales conversations when used...



All Levels

Presentation Skills

Storycrafters – From Presentations to Stories

Business presentations are not about
beautiful slides or eye-catching...

StoryCrafters

From Presentations to Stories (All Levels)



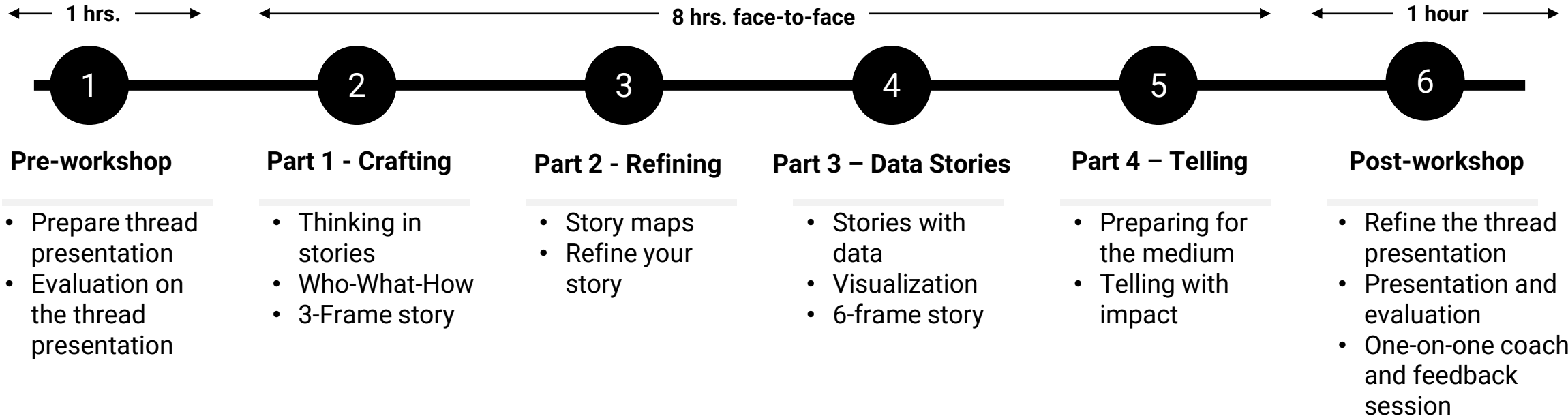
→ Learning Objectives

- Use storytelling techniques to make high impact presentations
- Stop thinking in slides and start thinking in stories
- Make high-impact presentations to influence and persuade stakeholders
- Use data for storytelling
- Present with impact using virtual and face-to-face mediums

→ **Time: 10 hrs.** (including pre and post)

→ Materials

- Program workbook
- Storycrafters handbook
- Learning nudges on days 2, 5, 10, 15
- Pre and post workshop evaluation



StoryCrafters

Storytelling in Sales



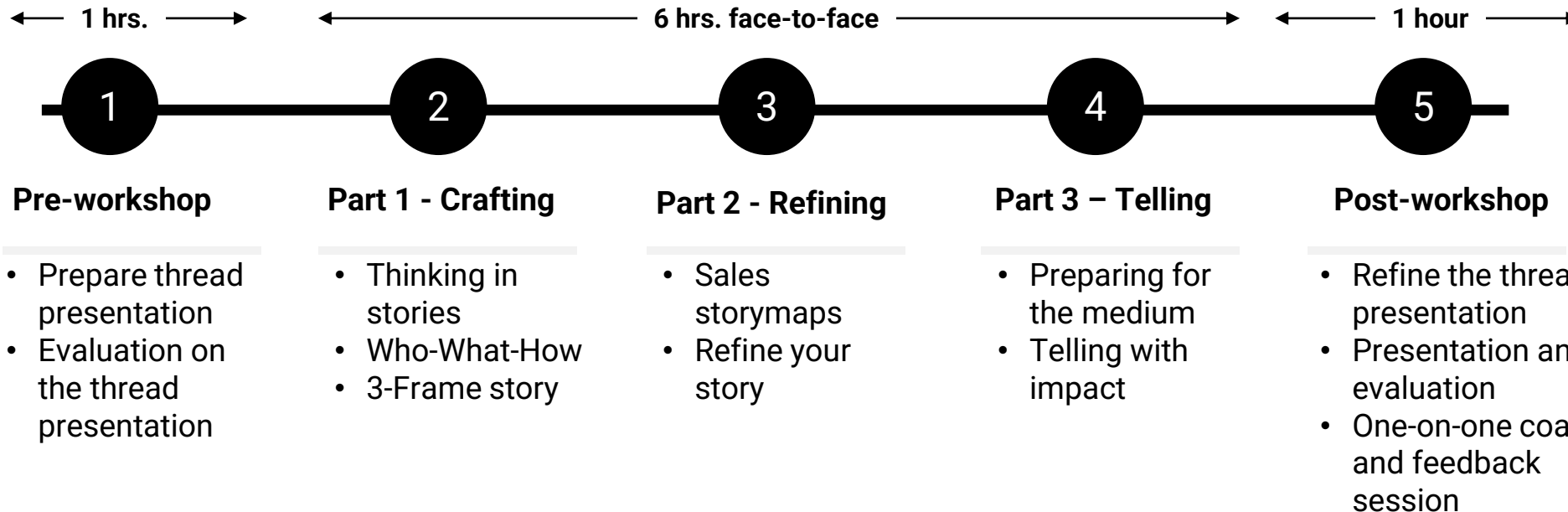
→ Learning Objectives

- Appreciate the power of storytelling in sales
- Identify the sales story archetypes
- Weave stories into sales presentations
- Use storytelling techniques to make high-impact presentations to customers and clients
- Use storytelling techniques to influence customers

→ **Time: 8 hrs.** (including pre and post)

→ Materials

- Program workbook
- Storycrafters handbook
- Learning nudges on days 2, 5, 10, 15
- Pre and post workshop evaluation



StoryCrafters

Business Storytelling for Leaders



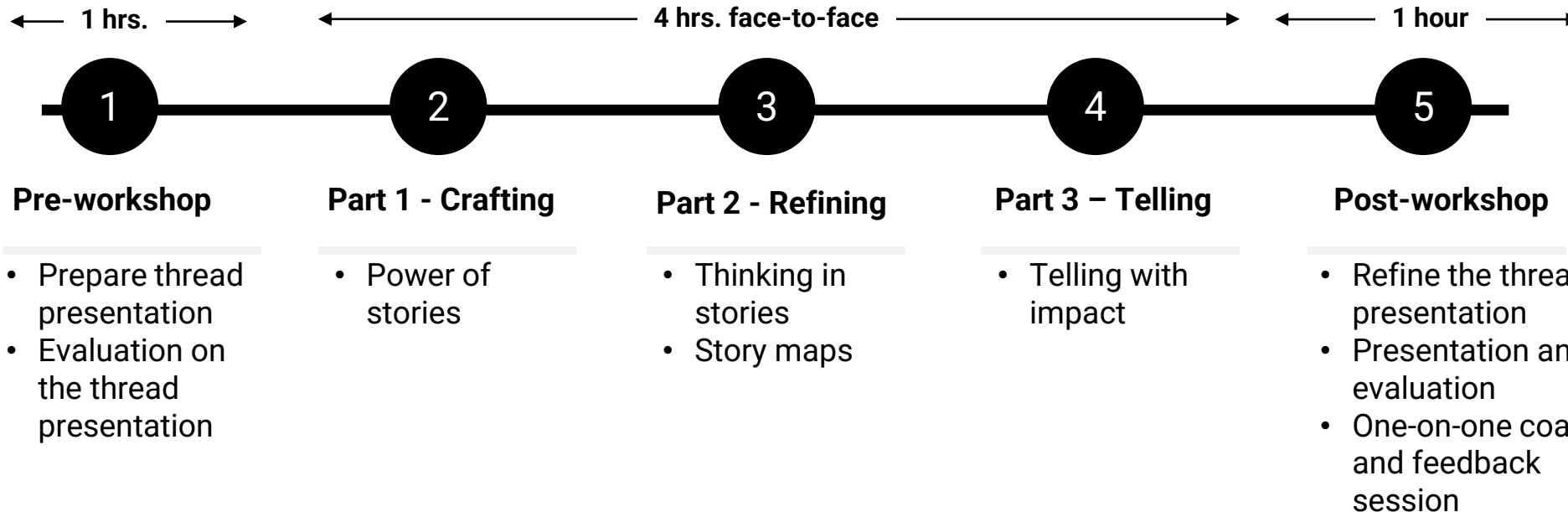
→ Learning Objectives

- Develop an appreciation for storytelling as a tool for personal branding and influence
- Explore types of stories and their structure
- Understand the objective of your story – clarify, influence, connect, inspire, celebrate
- Develop your own story for a given audience and objective
- Practice telling your story with impact and influence

→ **Time: 6 hrs.** (including pre and post)

→ Materials

- Program workbook
- Storycrafters handbook
- Learning nudges on days 2, 5, 10, 15
- Pre and post workshop evaluation



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Data Storytelling



→ Learning Objectives

- Use data to enhance your message
- Use appropriate data visualization techniques
- Avoid chart junk and data clutter
- Explore different types of charts and graphs and learn when to use which format to represent data
- Conducting data experiments
- Explore highlighting and focusing techniques
- Use data and text together to tell a story

→ **Time: 6 hrs.** (including pre and post)

→ Materials

- Program workbook
- Storycrafters handbook
- Learning nudges on days 2, 5, 10, 15
- Pre and post workshop evaluation

← 1 hour → ← 4 hrs. face-to-face → ← 1 hour →



Pre-workshop

- Prepare thread presentation
- Evaluation on the thread presentation

Part 1 - Crafting

- Thinking in stories
- Who-What-How
- 3-Frame story

Part 2 – Data Stories

- Stories with data
- Visualization
- 6-frame story

Post-workshop

- Refine the thread presentation
- Presentation and evaluation
- One-on-one coaching and feedback session

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Pre and Post Workshop Evaluation Report Sample

Evolution Points		Pre Assessment					Post Assessment				
		1	2	3	4	5	1	2	3	4	5
Clarity of Objective	The purpose of the presentation was clear			3						4	
	Was there a clear Call to Action/Outcome?		2					3			
	Did the speaker establish why this was a crucial/important topic to speak on?		2					2			
Structure and Content	The subject matter was presented in a logical sequence and order (The beginning, the middle and the end)?			3					4		
	There was a core topic and it was developed sufficiently?			3					4		
	The summary or conclusion emphasized the significance of the information?			3				3			
	The speaker appeared to understand the material and answer questions			3					4		
	The visual aids were easily readable and appropriate?		2					3			
Delivery style	The speaker spoke loudly and clearly enough to be understood			3					4		
	The speaker used eye contact, gestures, and voice inflections to maintain audience interest	1							4		
	The speaker stayed within the time limit	1					2				
	The speaker talked to the audience rather than to the screen		2						4		

Legend	Exceptional	Very Good	Adequate	Fair	Poor
	5	4	3	2	1

Evolution Points		Strength of Potential(Pre)	Strength of Potential(Post)
Clarity of Objective	The purpose of the presentation was clear	Explained what of the project very well however missed the WIITM to the audience	Purpose was clear.
	Was there a clear Call to Action/Outcome?	No clear call to action	Could have done more explicitly
	Did the speaker establish why this was a crucial/important topic to speak on?	Clearly explained why the change of process is important	Purpose was explained but could have done more to explain the importance.
Structure and Content	The subject matter was presented in a logical sequence and order (The beginning, the middle and the end)?	Well structured	The topic flow was quite good
	There was a core topic and it was developed sufficiently?	yes	Within the time given topic was developed sufficiently.
	The summary or conclusion emphasized the significance of the information?	The conclusion to the topic was good however the call to action was missing	This was an opportunity which she missed
	The speaker appeared to understand the material and answer questions effectively?	Very good understanding of the process	Appeared quite confident about the topic.
	The visual aids were easily readable and appropriate?		yes
Delivery style	The speaker spoke loudly and clearly enough to be understood	good articulation skills, bring in a lot of energy	Softer voice, sounded calm, could be louder and more firm to appear confident in dealing with different kind of audience.
	The speaker used eye contact, gestures, and voice inflections to maintain audience interest	Though she did manage to look into the camera most of the times she was looking into the screen	Very good pace and calm sounding from the very start. Inflection and gesture will add more impact to the presentation.
	The speaker stayed within the time limit	Exceeded by almost 5 minutes	Yes
	The speaker talked to the audience rather than to the screen	Can connect better with the audience by looking into the camera and asking Rhetorical questions	Yes

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