Strategic Storytelling

for executives and IT professionals

master the power of storytelling why stories work
where to use stories to align values how to effectively develop stories to influence
enable change with storytelling techniques that align, inspire and lead

To bring this course to your organization, call us to schedule an on-site session: 1-800-397-9744

innovation cultures
the future > faster
1. The value and power of storytelling.  
   The heart of business communications.  
   - The role of story in human history:  
     The story of Kokopelli  
   - Understanding the power and value of story to all types of cultures  
   - How these values relate to contemporary business communications  
   - Interactive brainstorming of memorable corporate stories  
   - Story management essentials  

2. Why stories matter.  
   Findings on the significance of story in human interactions.  
   - The brain’s need for story  
   - Effects of story on social communities  
   - Results of story sharing on organizations and co-workers  
   - Strategic advantages of an effective corporate story  
   - Why is story an essential communications and leadership tool?  

3. Qualifications of a good story.  
   Distinguishing elements of narrative vs. story.  
   - Examples of narratives vs. stories  
   - Interactive session on the definition of “story”  
   - What are the characteristics of “natural” storytellers?  
   - Elements of “sticky” messages  
   - 7 secrets of story  

4. Communicating your corporate values and culture.  
   Leveraging your core story.  
   - Values that drive everyday action.  
   - Where has your organization been?  
   - Where are you now?  
   - Where do you want to be in 5 years?  
   In this interactive workshop, you will be guided through a process of identifying the unique characteristics of your organization, how to articulate the core values as evidenced by rewarded behaviors, and how to leverage your core or brand stories.  

5. A guide to story development.  
   Aligning individual and corporate values.  
   - Mapping past, present and future.  
   - What is your organization’s mission, as perceived internally and externally?  
   - What is your organization’s current top story?  
   - Determining the desired top story in the future  
   - Unique characteristics of your organization  
   - Interactive session on aligning individual goals with corporate goals  

6. Developing your team story.  
   Identifying your division’s or team’s role in the organization’s mission  
   In this interactive storytelling workshop, participants will be guided through a process for identifying and articulating the specific contributions of the group with storytelling and “news” techniques.  

Evelyn Clark  
Your course leader  
Intervista’s Storytelling at Work and Business Writing education programs are led by Evelyn Clark. Evelyn is an Intervista faculty member and award winning communicator, author and featured presenter for a wide range of organizations.  
She has delivered keynotes, workshops and management retreats for Microsoft, Royal Dutch Shell, NASA’s Jet Propulsion Lab, Bank of Austria/UniCredit Group, VeriSign and the National Reconnaissance Office.  
Evelyn is also a founding faculty member of The International Storytelling Center, she was a featured speaker at the 2007 Singapore Storytelling Festival and the Asian Storytelling Congress, and led the master class at the 2007 European Storytelling Congress. A graduate of the University of Washington, Evelyn began her career as broadcast editor for the Associated Press.
7. Knowing your audiences.
The fundamentals of understanding your audience.
Interactive session to brainstorm to analyze admirable corporate storytelling.
- Who are key audiences?
- What do your audiences want and need to know?
- Articulating the services/products you provide
- Identifying the benefits of your services/products
- How are you doing? Assessing current messages, processes and channels.

8. Review of current communication process.
Identifying gaps for improvement.
- Frequency of communications
- Assessment of traditional activities.
- Actual vs. desired information
- Are you getting the response you want?
- Potential improvements to current efforts

Effectiveness of various delivery options.
- 5 types of story with examples
- Basic message structure for range of print formats
- Different structures for various types of oral presentations
- Essentials of various media channels
- Visual aspects of storytelling

10. Real World story development.
Tools for identifying, crafting and telling stories.
- 14 ways to use stories in business, illustrated with examples
- Experiential stories that fulfill the given purpose
- 4 approaches to structuring and shaping stories
- Hands-on interactive storytelling workshop

11. Discover fire for the second time.
How to keep your organizational campfire burning brightly.
- Tips for gathering stories that relate client insights
- Techniques for telling stories to realize your organizational vision
- Getting started: 3 ways to implement storytelling Monday morning (or, when you get back to the office)

Enroll your team today and save!
1. Register online: intervista-institute.com/story.php
2. Email: info@intervista-institute.com
3. Call: 1-800-397-9744
Inquire about our group rates and early enrollment discounts and save!
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**Course fees**

**Preferred rates**

Large-team discounts are available. Inquire about our group rates at 1-800-397-9744. This course is also available to be

<table>
<thead>
<tr>
<th>Executive 2-Day Program</th>
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<tbody>
<tr>
<td><strong>Small teams</strong></td>
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<td>(5 to 9 participants: payment per participant). Large teams inquire for additional discount.</td>
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<tr>
<td><strong>$ 1895</strong></td>
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<td><strong>Early enrollment</strong></td>
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<td>4 weeks prior to session date</td>
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<td><strong>$ 1950</strong></td>
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<td><strong>Regular enrollment</strong></td>
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<td>Must be received one day prior to session. No participant will be admitted into the course without prior payment arrangement.</td>
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Receipt of your payment constitutes confirmation of your enrollment.

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Join your colleagues at this 2-day executive development session.

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Inquire about on-site sessions

Enroll your team today.

Limited capacity.

Call: 1-800-397-9744

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Team members who will benefit:

| Chief Information Officer (CIO) | Program Director/Manager |
| Consultant | Marketing Director |
| Chief Innovation Officer | Communications Director |
| Business/Enterprise Architect | Web Architect/User Experience Designer |
| Director, Strategic Planning | |
| IT Director | |
| Information/Knowledge Management Architect | |
| Innovation Leader/Manager | |
| IT Portfolio Manager | |
| Program Director | |
| Product/Services Manager | |

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- The Royal Canadian Mint
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- Aetna
- Jet Propulsion Lab
- State Controller’s Office of California
- Fannie Mae
- IRS
- Lockheed Martin Corporation
- Pfizer Inc
- JP Morgan Chase
- International Civil Aviation Organization
- Microsoft
- National Research Council
- Shell
- Atomic Energy Canada
- Federal Reserve Bank
- Starbucks Coffee Corp.
- Verizon Business
- RCMP
- University of Toronto
- MetLife
- Siemens
- Nielsent Media Research
- US Dept. of Treasury
- Pratt & Whitney
- SAP
- Reader’s Digest
- Sears
- EDS
- Imperial Oil
- PricewaterhouseCoopers
- Xerox
- Peace Corps
- Boeing
- Lexis-Nexis
- Aetna
- Exxon
- Revenue Canada
- McDonald’s
- Nike
- Westinghouse
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- Army National Guard
- White House

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All applicable taxes extra.

Cancellations are accepted up to two weeks prior to the course. A $100 service charge will be applied. All cancellations must be made in writing.

Please obtain a cancellation number from us to confirm. Late cancellations will not be refunded, but enrollment fees may be credited to any future Intervista course, seminar or conference anywhere in North America. Substitutions may be made at any time.

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