



BUILDING A COHESIVE Team Using Persuasive Leadership Skills

Course Introduction:

Stories are a powerful communication tool because they are a bridge between the head and the heart. Stories bring together images and words. They can convey information, build relationships and ignite people into action.

That is why organizations all over the world are looking at **storytelling as a promising tool for organizational change**. Like it or not, stories will pull you in – they will elicit some kind of reaction from you (consciously or unconsciously). Stories are a way to honor our past, describe our present and shape our future. **Rediscover the Secrets of the Oldest Tool of Influence In Human History.**

Course Objectives:

Upon completion of this program, you will be able to:

- Engage and motivate others
- Move people to action
- Bring complex facts and figures to life
- Creatively encourage participation in meetings and presentations
- Bolster your own storytelling abilities

Who Should Attend?

Leaders at all levels who need to communicate and build relationships within their organizations, departments and teams and who are looking for an innovative and fresh way to stimulate and engage others.

Course Outline:

The Psychology of Story's Influence

- Importance of Storytelling
- Exercise your Muscle of Imagination

How to Build Your Own Story

- Five Steps to Great Storytelling
- How to Structure a Great Story in Selling

Awakening the Hidden Storyteller

- Find your Story and write it
- Story Presentations

Storytelling at Work

- Successful Companies That Used Stories
- Resolving Office Conflicts using stories

Seven Ways to Implement Storytelling at Work

- Creating Metaphors
- Experience Metaphors to reduce stress & heal

Storytelling Secrets

- Show, Don't Tell
- Exercise to illicit Secrets of Storytelling

Motivation Strategies of Listeners Self Assessment of Motivation

- Assessing motivation Strategies of Listeners

Storytelling Guaranteed to Inspire & Motivate

- How to be a Great Storyteller
- A very powerful NLP technique to positively influence others to change using stories

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Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play

- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

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