SQT

TRAINING THAT DEVELOPS *REAL* CAPABILITY











# Storytelling for Business

LPD022

# Storytelling for Business

Storytelling is one of the most powerful tools leaders can use to communicate effectively, build trust and influence people. In business settings, stories create shared understanding, connect teams with organisational purpose and help communicate strategy in a way that inspires action.

This programme is designed to equip learners with the confidence and skills to present ideas with clarity, structure and impact. By blending professional presentation techniques with the art of storytelling, learners discover how to connect authentically, influence others and leave a lasting impression. It is structured in two stages:

Stage One - focuses on content training and design
Stage Two - centres on skills practice and feedback

Through this blended approach, learners will develop the confidence to engage people, create common ground and communicate with credibility.

**This programme is fully customised to support strategic organisational priorities while addressing individual learning goals. Early engagement during the design phase is strongly recommended.**

## Duration & Price

Duration: TBC
Delivery mode: This programme is available In-Company

## Dates & Locations

*In-Company training programmes are customised for your organisations specific needs. Most In-Company training is now delivered virtually.*

## In-Company Training

Please contact us for more information on our In-Company training options

## What's covered?

Learners will explore how to use storytelling as a practical business tool and apply techniques directly to real workplace scenarios.

Topics include:

- Core communication skills for impactful presentations
- Understanding context and audience
- Storytelling frameworks for business
- Building strong narratives with visuals
- Applying storytelling skills in practice
- Giving and receiving feedback to refine delivery

The content is highly interactive and can be tailored for in-company delivery to align with organisational goals. It is typically run over two separate days, ideally spaced a week apart, to allow learners time between sessions for skills practice.

## Who should participate?

This programme is ideal for professionals who need to influence, inspire and motivate others. It particularly benefits those who want to strengthen their communication style and deliver messages that resonate.

It is especially relevant for:

- Team leaders and supervisors
- Middle managers and project managers
- Senior managers, executives and business leaders

The programme supports anyone who wishes to enhance their ability to connect and inspire through storytelling.

English Language Competency
A good standard of written and spoken English is important to engage effectively with this programme.

## What will I learn?

On successful completion of this course, learners will be able to:

- Design and deliver effective presentations using storytelling techniques
- Adapt storytelling styles for different audiences and contexts
- Integrate strong content with compelling visual support
- Apply models and frameworks to structure narratives clearly (via skills practice)
- Use practice and feedback to refine delivery skills
- Develop an action plan to build storytelling competence further

By the end of the programme, learners will be equipped with practical skills they can apply immediately to enhance their communication impact.

## How do we train and support you?

We use a highly interactive, practical methodology rooted in experiential learning. This ensures that every learner has the opportunity to apply new techniques, receive feedback and reflect on personal development throughout the course.

Support elements include:

- Pre-training consultation for in-company courses to tailor content to learner and organisational needs
- Facilitated skills practice sessions recorded for feedback and individual reflection, allowing learners to experiment in a safe, supportive space
- Guided post-training reflective activities designed to embed learning, support behavioural change and identify future goals
- Optional personalised coaching sessions (either one-to-one or group-based)
- Live training is available virtually or delivered onsite to suit the needs of the team

Class sizes are generally limited to 10-12 participants to support personalised learning and individual support.

## How can you progress?

Learners who complete this programme may also consider:

- Team Leadership
- Coaching Skills for Managers
- Leading & Managing People - QQI Level 6

These complementary courses provide additional options for learners to continue strengthening their influence and leadership capabilities.

## Tutors



**Emer Doyle**
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**Gina Ryan**
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## What Our Learners Say

We believe in excellence through transparency and continuous improvement. That's why we invite all our delegates to share their experiences on CourseCheck.com, an independent platform dedicated to genuine, unfiltered feedback. Learner insights help us not only to enhance our training programmes but also empower potential learners to make informed decisions. Click on the link below to read firsthand experiences and testimonials from past learners.




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