

# Storytelling with CRAFT

A 2-part virtual learning series on business storytelling for impact

## Once upon a time...

Stories make the impact of what you do, come to life. It can be used across the business spectrum – from engaging and inspiring employees to illustrating success with clients and external stakeholders. While leaders acknowledge the importance of stories, the challenge has always been the ‘how’ of creating stories and delivering them effectively.

**TELL** your story right, from its CRAFTing to its delivery.

**SHOW** the impact of what you do, to your clients and stakeholders.

**INSPIRE, ENGAGE** your employees towards effectiveness and success.

## Presenting the CRAFT model of storytelling

**C** – Character

Who is the story about? Bringing them alive

**R** – Relationship

What does each character want? Their treasure

**A** – Action

How will you build anticipation and color the story?

**F** – Feeling

What do you want the audience to feel and how will you communicate this?

**T** – Take Away

What is your key message? What action do you want your audience to take afterwards?



## The plot thickens...

2 LIVE SESSIONS, OF 3 HOURS EACH  
(with a gap of 2-7 days in between the 2 sessions)

		Session 1 (including Learning Objectives)			Session 2 (including Learning Objectives)	
Pre-session reading	<b>Module 1: Getting started</b>	<b>Module 2: CRAFTing Stories</b>	<b>Module 3: Structuring your story</b>	<b>Module 4: Bringing it all together</b>	Post-session work	
	Understand the role of storytelling in business. Know why and where you can use storytelling as a leader.	Discover the CRAFT model of storytelling. Our exercises will help you understand each CRAFT element.	Explore 6 possible types of stories. Discover the simple yet powerful story structure of 'Once upon a time'. Look at typical barriers of 'lack of ideas and creativity'.	Create your own 3 stories using CRAFT. Each participant will also practise and perfect his/her storytelling skills, based on peer and facilitator feedback. There will be 2 rounds of storytelling practice with incorporation of feedback	Individual coaching (optional)  We can continue to help you become an expert storyteller, with our individual coaching program.	

## And they lived happily...

All leaders, professionals, and sales and marketing executives whose role is to engage, influence and inspire employees, customers or stakeholders.

**MAX. 12 PARTICIPANTS**

### LIVE features & requirements

- A smooth-functioning virtual learning platform  
C2C-OD team is well-versed with platforms such as Zoom, WebEx, GoToMeeting, and Adobe Connect. Use of a custom/in-built learning platform will require us to spend some time familiarizing ourselves with the platform. A separate fee may be charged for this additional effort.
- A stable internet connection
- Chat function
- Whiteboards
- Polling
- Virtual break-out rooms
- Video enabled

### LIVE dos and don'ts for participants

- Please do a test run to ensure your system (audio/visual) is working, in advance.
- Please join the session from a place where you can focus, to avoid distractions and background noise.
- Please ensure the place/room is well-lit, when your camera is on. Well-lit faces are more engaging.
- Please mute your microphone, if you are not speaking, to cut down on background noise when others are speaking.
- Please do not multi-task or run your email system in the background.