



WORKSHOP OVERVIEW

IMPACT STORYTELLING

Crafting Compelling Stories That Turn Ideas Into Action

IMPACT STORYTELLING

Stories move audiences more effectively than facts alone. However, poorly structured presentations fall short by excluding stories. That's why it's important for every presenter to hone the skills necessary to craft powerful stories that persuade audiences and motivate them to action. Stories have the power to engage the listener's brains, influence their thoughts and feelings, create connections, and ultimately move them to action.

Moxie's *Impact Storytelling* workshop will reshape the way you develop content using story structure, shape how your audience thinks and feels, and achieve desired business outcomes.





WORKSHOP TOPICS

1. **Learn** the key components of a business story, identify when to tell them, and pinpoint the most common types of business stories
2. **Discover** how to conduct an audience analysis
3. **Create** your story's strategic core message
4. **Outline and organize** your story using proven narrative structures that influence and impact your audience
5. **Craft** an engaging hook, a clear call to action, and a bridge/takeaway

- Use audience analysis to ensure your story resonates and connects strategically
- Build a core message that creates a clear takeaway for your listeners
- Identify the core building blocks of a strong business story
- Develop a clear and compelling narrative structure that moves your audience to action
- Utilize the three pillars of a powerful story - context, action, and resolution



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