Supercharge your storytelling



Client need

Senior leadership at one of the world's largest cloud-based software companies realized that their finance team was not communicating data in a way that could be understood by those outside of the team.

The company's financial leaders needed to improve their ability to turn critical information into a compelling story that their business partners could comprehend.



The solution...

To remedy the issue, the company partnered with BTS to co-create a customized **Practice with an Expert** solution. The solution was designed to ensure meaningful and lasting behavior change through a tailored experience that would be co-facilitated by subject matter experts with PhDs in Communications and Rhetoric.

The journey includes:

- Learning assets with practice opportunities

 A set of short videos that teach
 - A set of short videos that teach the importance of messaging and crafting a narrative
 - One-on-one virtual sessions with experts to put the newly learned skills to the test



The Storytelling course objectives

are centered on the assumption that business partners are more likely to accept data with the right messaging.

Storytelling techniques help financial leaders to:

- 1. Tell compelling virtual stories with data
- 2. Engage the audience
- 3. Persuade the audience to take action



Program flow

Kick off call

Introduction to the program through a group webinar, including booking the Practice with an Expert session

Prepare for Live Practice

Create a presentation using real data from work, and practice it by recording yourself and viewing the recording. We also recommend that you take the time to practice it with your colleagues.

Apply

Review the feedback and "Go do" challenges you received from the expert, set up reminders about your actions using BTS's action planning tool, and then practice your skills on the job.

Week 1 Week 2

Week 2 Week 3

Get the Essentials

Learn storytelling strategies for presenting complex concepts in a virtual environment, through a series of videos and exercises.

Live Practice and Feedback

During the time you have scheduled with the expert, you will deliver your presentation, receive immediate feedback on how you did, and then participate in a one-on-one meeting with an audience member who has questions about your presentation. Finally, you will receive another round of feedback from the expert and learn what you can do to best apply these skills back on the job.

After the session