

Strategic Storytelling to Influence and Engage

Duration: 2 x 3 hours

Audience: Dirigeant et cadre

Who is this training for?

Managers, Executives and Executives.

Training objectives

- Understand the principles and levers of strategic storytelling.
- Identify stories with high potential in your organizational context.
- Develop practical skills to build and deliver an engaging narrative.
- Experiment with the impact of storytelling as a tool for influence and mobilization.

Summary

Discover strategic storytelling to influence, mobilize and engage your teams around an inspiring vision. The program is intended for managers, executives and leaders who wish to improve their ability to communicate in an engaging manner and influence their teams in a context of organizational transformation, strategic change or increased engagement.

Course outline

Block 1 - Fundamentals and exploration :

1. Welcome and introduction

- Icebreaker: sharing a personal story in 2 minutes (introducing oneself through a story).

2. Understanding strategic storytelling

- The difference between communicating facts and telling a story.
- The elements of a mobilizing narrative: protagonist, challenge, tension, resolution, call to action.
- Inspiring examples (case studies of companies, leaders – videos)

3. The role of the manager in influence and mobilization

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When and why to use storytelling in an organizational context.

- Link to transformational leadership and mobilizing communication.
- Group discussion: what transformation challenges are they experiencing and where storytelling can help?

4. Practical workshop – Identify your key stories

- Individual work: identify a meaningful experience in your professional or organizational career.
- Work in dyads: share and receive feedback.
- Sharing and discussion on the impact of the stories heard.

Block 2 - Construction and implementation

5. Techniques for structuring a mobilizing narrative

- Simple models (e.g. narrative diagram in 3 acts, "Hero's Journey" model adapted to management).
- Ingredients to arouse emotion and build credibility.
- Adapt your story to your audience (teams, management committee, partners).

6. Practical workshop – Building your strategic narrative

- Work in sub-groups: each participant chooses a real issue in his or her organization.
- Construction of the story according to a provided outline.
- Presentation to the subgroup with structured feedback

7. Role-playing – Storytelling to mobilize

- Simulation: presenting your story to a group as if it were your team.
- Verbal and non-verbal language management.
- Collective feedback and self-reflection.

8. Integration and action plan

- Each participant defines a concrete situation where they will use storytelling in the coming weeks.
- Sharing commitments.
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Conclusion and synthesis of key learnings.

Approach and methodology

Leadership or coordination with a strategic team or project

- Be involved in a context of transformation

Recommendations

Have a management role

Certifications

Organizational communication or engagement.

- Registration is done by internal recommendation or on an individual basis.
- A short preliminary questionnaire is sent out to identify needs and adapt the examples to the participants' context.

Accreditations

The pedagogical approach of storytelling transforms training into an immersive and engaging experience by using storytelling to evoke emotions, facilitate understanding and reinforce memorization. Through interactive scenarios and believable characters, learners become actors in their learning rather than mere spectators. This approach is based on immersion, active and narrative pedagogy, experimentation and identification with concrete situations. It promotes reflection, engagement and the transfer of learning in the professional context, while allowing us to move from descriptive communication to mobilizing communication.