



11371



In-Class



16 hours



EGP 7,575

Course Description:

This course introduces participants to the fundamentals of strategic thinking and business storytelling. Participants will explore strategy formulation, performance measurement, storytelling frameworks, and leadership communication techniques to better understand how to communicate strategic ideas, engage stakeholders, and support organizational success.

Target Audience:

This course is tailored for new employees seeking to enhance their communication skills and effectively utilize various forms of communication.

Course Objectives:

By the end of this course, participants will be able to:

- Explain the principles of strategic thinking, the strategy pyramid, and the process of setting strategic goals.
- Describe the key elements of strategy formulation, including key performance indicators, value disciplines, and the role of change management in achieving organizational objectives.
- Explain the principles of business storytelling and describe how psychology and neuroscience influence audience engagement and communication.
- Describe the role of cognitive anchors, narrative structures, and storytelling frameworks in creating meaningful and memorable business messages.
- Explain the Problem–Agitate–Solution storytelling framework and identify appropriate storytelling techniques for effective business presentations.
- Describe the communication techniques leaders use, including vocal delivery, body language, and storytelling, to engage and influence their audiences.

Course Outline

Module 1: Understanding Strategic Thinking

- What is Strategic Thinking?
- The Strategy Pyramid
- Setting the Goal

Module 2: Strategy Formulation

- Key Performance Indicators
- Customer Intimacy, Operational Excellence, Product Leadership
- Change Management

Module 3: Business Storytelling

- Business Storytelling Involves
- Understand the psychology behind effective stories.
- The Psychology of Storytelling
- Neuroscience of Storytelling

Module 4: Emotional Impact

- Cognitive Anchors
- The Narrative Arc
- Popular Storytelling Frameworks
- The Hero's Journey

Module 5: Problem-Agitate-Solution

- Storytelling Feedback
- Choosing the Right Presentation Stories
- Mini Presentation Feedback

Module 6: How Leaders Tell Stories

- Effective Vocal Techniques
- Body Language and Nonverbal Communication
- Leadership Storytelling

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in the group exercises.

Course completion will grant participants:

1.3 CEUs

Course Language:

- Training Material: English
- Facilitation: Bilingual

Prerequisites:

None