



**TRAINING YOU TO SUCCEED  
GLOBALLY**

# Storytelling in business

– adding value to our clients



**What is storytelling?**

**HOW IS IT USED?**

**SKILLS & BEHAVIORS?**

**OBSTACLES TO  
OVERCOME?**

BANK



EVENT





# What is storytelling?

# It won't work because ...

“ It's not used in business...”

“Stories are childish”

“People need facts”

“I can't think of one  
...”

“I won't be able to  
remember it ...”

“I'm not an actor ...”

***“I don't know how”***

# How is it used?

leaders	present	convince
managers	inspire	explain
HR and L&D	motivate	
	reassure	
specialists and SMEs		build buy in
engineers	influence	
		lead
sales & marketing	sell	
		demonstrate

# 3 reasons to use stories in business

**Memorable** - 20 times as likely to remember

**Meaning** - information is not enough

**Move** - emotions make us move, not facts

So ...

skills &  
behaviours?

# Storytelling - a business tool

**Emotion**

**Energy**

**Authenticity**



# 5 practical training tips

- Know what you want to achieve (know, feel or do)
- Pick the right story
- Be in the story and take your audience with you - *voice, words, eye, body, pause, rhetoric*
- See the story as you tell it
- Allow the emotional memory

# 4 must-have stories for managers

- **Who am I?** - an easy place to start, authentic, personal, builds trust
- **What's going to happen?** - explain, engage emotions, reassure, inspire
- **What's the strategy ?** - past, present & future, build buy in, give meaning to decisions
- **What are our values ?** - personal, authentic, human, outcome-oriented

# STAR Model

## BASIC AND EFFECTIVE BUSINESS STORY FORMAT

**Situation** – explain the setting, facts and assumptions

**Task** – explain what needed to be done

**Actions taken** – describe what you did

**Results achieved** – describe what happened

# Bio



**Scott Levey** is a Director at Target Training GmbH. He has 16 years of experience in providing practical & transferable language and soft skills solutions for corporate clients across Europe.

Scott is one of the principal drivers behind the InCorporate Trainer solution –a proven approach to in-house business English training, embedding trainers long-term within the client’s organization.

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# Learn more

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Deliver when it matters most through coaching, seminars & workshops.  
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# Talk to us



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