



# Strategic Storytelling

Deliver your message with impact and influence



Engage your audience and gain their buy-in



Simplify complex data and deliver a meaningful message

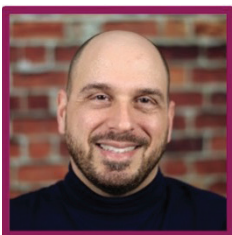


Demonstrate credibility and build trust quickly

## Course Includes:

3 VIRTUAL GROUP SESSIONS  
FRIDAYS • 11am-1pm ET

- ▶ **October 21**
- ▶ **October 28**
- ▶ **November 4**



### Bob Caporale

Drawing upon his experience as a successful corporate executive and a dynamic professional facilitator, Bob will guide us through developing key skills needed to create and deliver captivating business presentations & communicate more effectively.



Learn how to craft compelling business stories and presentations to target audience needs with a proven framework:

- 1 Understand your audience**  
Segment your audience, understand their needs, and create personas that will allow you to craft a story targeted to their main interests
- 2 Craft your story**  
Explore traditional storytelling frameworks and relate concepts to a business-based strategic storytelling arc
- 3 Present your story**  
Use these 5 essential skills to effectively present your story: Presence, Projection, Timing, Engagement, Authenticity

## Who should attend?

Individual contributors, mid-level managers, senior leaders, and executives. Women and men are welcome.

## REGISTER TODAY

Member	\$349
Non-Member	\$399



[www.mypwh.org](http://www.mypwh.org)

**DEADLINE: Oct. 17**