

# Storytelling for Impact

## Workshop information



## Engage, inspire, and influence through the power of storytelling

Great leaders don't just share information – they spark ideas, emotions, and action. Storytelling is one of the most powerful ways to connect with people, making messages stick and turning abstract ideas into something real and relatable..

This workshop helps leaders develop the skills to craft compelling stories that engage, influence, and inspire. Through hands-on exercises and structured techniques, participants will learn how to shape narratives that bring their vision to life. Rooted in the **Communicating** and **Inspiring** practices of the **practive8** model, this session gives leaders the tools to make their messages resonate.

### Why storytelling matters

Facts and figures inform, but they rarely move people. Research shows that stories leave a lasting impression because they engage both the mind and emotions. Leaders who use storytelling effectively can:

- Turn complex ideas into something clear and compelling.
- Strengthen relationships and create deeper engagement.
- Influence decisions and rally teams around a shared vision.
- Align their stories with organisational values, making their message more impactful.

*“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”* – Maya Angelou.

### Workshop features for maximum impact

- 1. Experiential and actionable**  
Practical exercises and immediate feedback ensure leaders gain skills they can apply right away, with a personalised action plan to integrate storytelling into their leadership style.
- 2. Core storytelling techniques**  
Learn proven storytelling structures to craft narratives that captivate, persuade, and inspire action.
- 3. Prepare, practise, perfect**  
Includes pre-work (reading and short films) and post-workshop materials to keep learning fresh and actionable.
- 4. Customised for your organisation**  
A 30-minute pre-session consultation ensures facilitators tailor content to participants' roles and communication challenges.

### Who is this workshop for?

Ideal for mid-level managers, senior leaders, and emerging leaders who need to engage, influence, and inspire. This session is particularly valuable for leaders delivering presentations, motivating teams, or leading strategic initiatives.

### Why choose practive8?

- **Proven track record:** Trusted by leading organisations such as NHS England, UK Civil Service, and global firms.
- **Practical and engaging:** Our experiential approach ensures learning sticks.
- **Award-winning excellence:** This workshop builds on Practive's KPMG Learning Services Award for Innovation, recognised for excellence in leadership development.

### Take the next step

Contact us to book your session and equip your leaders with the skills to inspire, influence, and lead with impact.

### Pricing information

We offer two flexible options to suit your team:

- Small Cohort (8–11 participants): **£3,600** per session
- Large Cohort (12–16 participants): **£4,100** per session

If you're booking multiple workshops, we offer discounted rates. Get in touch, and we'll provide a pricing plan that works for you.