



# Show, Don't Just Tell

Persuade Your Audience With Stories

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If you're not using stories, you only have half a message

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Since the beginning of time, important information has been embedded in stories. That has been our common language. And the reason is simple: stories allow us to see the message in our mind's eye and stories are easy to remember.

And yet, it's inconceivable that businesspeople don't use stories as a key tool for their mission critical message.

**Show, Don't Just Tell** teaches businesspeople how to create and deliver stories that will make any message more powerful. Here are the three areas



With these effective storytelling skills, you will be able to:

- **Determine** what messages are ideal for a story
- **Differentiate** the elements of an effective story
- **Build** a storyline that connects to listener's the interest
- **Show** knowledge to listener though story integration
- **Demonstrate** effective and persuasive storytelling
- **Drive** critical points by using a story
- **Influence** others to move in your direction

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# A LOOK INSIDE THE WORKSHOP

Prior to the workshop, you or your organization will identify several key messages. Possible messages include:

- **Leaders** Organizational or cultural values for your teams
- **Sales** Product differentiators
- **Engineers** Technical solutions or proposed development initiatives
- **Marketing** New product or go-to-market positioning
- **Finance** – Financial updates and recommendations

**Main Session**  
**Two-hour**  
Up to 4 participants per lab



- **Listen** to examples of a leader using stories effectively
- **Learn** the effect of stories on the brain
- **Apply** the simple structure of great stories



- **Determine** audience desired business outcomes
- **Organize** elements into logical flow to increase clarity
- **Craft** their own stories
- **Revise** story based on coaching and feedback

**Three Story Labs**  
**90-minutes each**  
Up to 4 participants per lab



- **Demonstrate** knowledge of story elements by giving peer feedback
- **Refine** and polish stories based on coaching and feedback

## Contact Us for Workshop Details

### A LOOK AT THE DETAILS

- One-day program for up to 12 participants
- Use real-world messages and scenarios for building stories
- Repeatable tools for analysis, preparation and messaging
- Expert coaching provided on workshop stories
- All practices are video recorded

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