

The image shows a person in silhouette sitting on a dark hill against a sunset sky. The person's arms are raised. To their right, a large, glowing heart-shaped balloon is attached to a large, open book that appears to be floating or resting on the ground. The word "fluency" is written in a large, black, sans-serif font in the upper right corner of the image.

fluency

The Power of Key Messaging and Storytelling

What this is about

For Leaders, creating connection and building confidence in our daily communications is a key ingredients in team building. Communications comes to life through two key components — Key Messages and Storytelling. These are tools of the trade for professional communicators, and they can help leaders and team members speak with clarity, purpose and authenticity and ensure your messages are heard and remembered.

Key Messages play a key role in ensuring our communication breaks through the clutter and lands. Storytelling has been a powerful way to communicate since time began because they take people on a journey and paint vivid pictures.

Where we journey

This practical workshop delivers both instruction and insight into effective communications and why key messages and storytelling are so powerful. It also offers participants the opportunity to create and apply key messages and story to real-time tasks and situations.

- Core practices of effective communication – context, presence, and frequency.
- How key messages work and what they look like.
- Learning to create your key messages (practice).
- How storytelling affects the brain.
- The five elements of a story.
- Crafting your story.

The Power of Key Messaging and Storytelling

What we learn together

By the end of this workshop learners will be able to:

- Understand how context, presence, and frequency relate to key messages and storytelling.
- Gain knowledge and skills to create relevant key messages that stick.
- Articulate the 5-step story structure that will enable you to tell more engaging, purposeful stories.
- Craft a relevant compelling story that captures hearts and minds.

Who is this for?

- Team members and aspiring leaders who want to be more effective communicators.
- Current or emerging leaders who want their communications to be engaging, impactful and memorable.

How we learn

- Delivered in-person or online.
- Duration: 2 hours.
- Facilitated by experienced leaders and trainers who are International Coaching Federation (ICF) certified coaches.
- Interactive and participative. We use real-play, not role-play, and lean into inquiry, discussion, demonstration, and practice to integrate and embed the learning.

What's Next

Take action. To learn more or book this workshop reach out to us at hello@fluencyleadership.com.