



COMMUNICATION AND WRITING SKILLS

Certificate in Storytelling for Business Impact

Course code: CWS-009

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Storytelling is one of the most powerful communication tools for influencing decisions, inspiring teams, strengthening brands, and driving business results. This course equips participants with practical storytelling techniques that transform complex ideas into compelling narratives, helping leaders, managers, and professionals communicate with greater clarity, authenticity, and impact across presentations, meetings, marketing, sales, and organizational change initiatives.

Why Attend

The course combines instructor-led presentations, storytelling workshops, individual writing exercises, group discussions, practical storytelling labs, peer coaching, case studies, presentation practice, and video feedback sessions to build participants' confidence and communication effectiveness.

Who Should Attend

Executives and managers
Team leaders and supervisors
Marketing and communications professionals
Sales and business development professionals
Human resources and learning professionals
Trainers and facilitators
Entrepreneurs and consultants

— Learning Objectives

- Understand the strategic value of storytelling in business communication
- Structure engaging stories that influence, persuade, and inspire audiences
- Apply storytelling techniques across leadership, sales, marketing, and organizational communication
- Develop authentic business narratives aligned with organizational goals
- Deliver stories confidently using effective verbal and non-verbal communication skills
- Utilize visual storytelling techniques to strengthen audience engagement
- Adapt storytelling approaches for face-to-face, virtual, and hybrid environments

Course Outline

**DAY
1**

The Power of Storytelling in Business Communication

- Understanding the science behind storytelling and audience engagement
- Exploring how stories influence decision-making, trust, and memory
- Comparing storytelling with traditional information-based communication
- Identifying business situations where storytelling creates greater impact
- Developing an authentic storytelling mindset built on credibility and empathy
- Assessing personal communication strengths and storytelling opportunities

**DAY
2**

Designing Compelling Business Stories

- Understanding the essential structure of effective business narratives
- Building stories with meaningful context, challenges, and outcomes
- Applying emotional engagement techniques that strengthen audience connection
- Aligning stories with organizational values, culture, and strategic objectives
- Selecting the most appropriate storytelling formats for different business situations
- Practical workshop: Developing business stories for leadership, customer engagement, and organizational communication

**DAY
3**

Storytelling for Influence and Organizational Impact

- Aligning storytelling strategies with audience expectations and business objectives
- Creating stories that support leadership, change management, and business growth
- Using storytelling within presentations, proposals, and strategic communication
- Applying storyboarding and narrative planning techniques to organize complex messages
- Strengthening business messages through practical examples, customer experiences, and success stories
- Practical workshop: Developing and refining a personal signature business story

**DAY
4**

Applying Storytelling Across the Organization

- Using storytelling to communicate vision, purpose, and organizational change
- Applying storytelling techniques to strengthen marketing, branding, and stakeholder engagement
- Enhancing learning, onboarding, and employee engagement through narrative communication
- Integrating visuals, multimedia, and presentation tools to reinforce business stories
- Delivering business stories with confidence while receiving structured coaching and feedback

- Practical exercises focused on real workplace communication scenarios

DAY
5

Delivering Stories with Confidence and Presence

- Mastering verbal delivery techniques that enhance clarity and audience engagement
- Strengthening body language, vocal variety, pacing, and executive presence
- Adapting storytelling techniques for virtual, hybrid, and in-person communication environments

- Delivering persuasive stories tailored to different audiences and business situations
- Final storytelling presentations with peer and instructor feedback
- Personal action planning, course review, lessons learned, and certificate presentation

— Upcoming Classroom Dates

DATE	LOCATION	FEE
18 - 22 January 2027	Amsterdam - Netherlands	€1,900
15 - 19 February 2027	London - United Kingdom	€2,100
15 - 19 March 2027	Istanbul - Türkiye	€1,400
19 - 23 April 2027	Vienna - Austria	€2,250
17 - 21 May 2027	Barcelona - Spain	€1,600
21 - 25 June 2027	Paris - France	€2,250
19 - 23 July 2027	Frankfurt - Germany	€1,700
16 - 20 August 2027	Barcelona - Spain	€1,600

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.