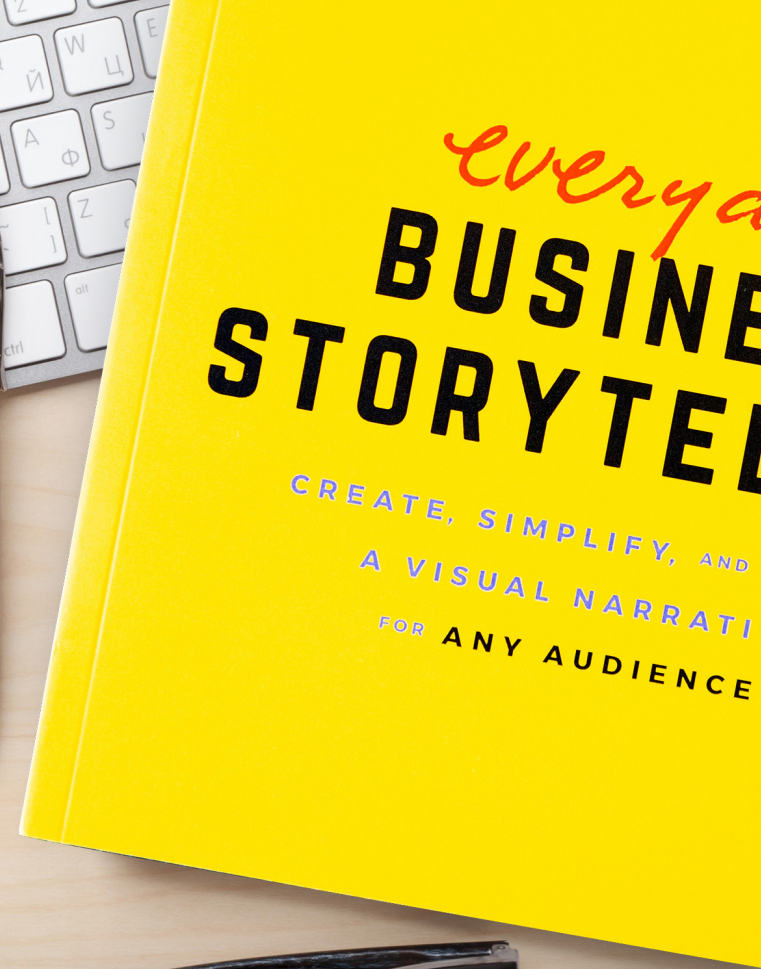


# Everyday Business Storytelling

*Course syllabus*







# Everyday Business Storytelling

## *Self-paced course*

What's the difference between a strategic communicator and everyone else? Simple: strategic communicators develop a compelling visual narrative, draw laser-focus to their insights, and take their audience on a journey.

This self-paced online course will give you the skills, tools, and confidence to build memorable, persuasive stories that help you communicate the *value* of your message and drive people to action.

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# Meet your instructors

The Presentation Company (TPC) courses are taught by senior instructors who have honed their skills for decades, working with the world's top brands such as Facebook, Marriott, McDonald's, Medtronic, Accenture, Nestlé, and Hewlett-Packard. They've helped people in nearly every industry, role, and level become more confident, strategic storytellers. With this incredible insight, they bring a multitude of real-world case studies and examples into their recorded video lessons, assignments and knowledge checks.



*Janine Kurnoff*  
Co-founder and  
Chief Innovation Officer

Janine has always had a passion for helping people

tell their story. Since 2001, she's helped talented businesspeople up-level the way they communicate through storytelling. Janine is the co-author of *Everyday Business Storytelling* and has contributed to media outlets like Forbes and Inc. Prior to founding The Presentation Company, Janine worked for Yahoo! Inc. in Sales Training and, later, as an on-camera webcast host interviewing some of Silicon Valley's top CEOs, market strategists and Hollywood celebrities.



*Kevin Campbell*  
Director, Global  
Training Development  
& Delivery

Kevin has a diverse background in

marketing, business and broadcasting, including over 15 years' experience in employee training and development, marketing, business communications and management. Prior to The Presentation Company, Kevin was a Nike Global Trainer, facilitating workshops for employees throughout North and South America. He also spent ten years in the entertainment industry as an on-camera host for National Geographic, AMC, and A&E.



*Daren Lewis*  
Vice President, Insights  
& Workshop Execution

Daren has over 25 years of leadership, executive

communications, marketing, analytics, and engineering experience. Prior to overseeing global training delivery at The Presentation Company, Daren had his own leadership communications consulting firm. He previously worked at Symantec, MessageLabs, Euro RSCG Magnet, Capstone Communications, and as an independent mechanical designer.

# Make the most of this learning journey

This learning journey brings TPC's practical, repeatable storytelling framework to life to help you kick-start any type of business communication. As the lessons progress you'll have the opportunity to test the model out on your own story topics and in many common scenarios. Here are some tips for getting the most out of your course experience.



## Learn



Watch bite-sized videos



## Practice



Complete activities and assignments



## Share



Get feedback



## Reflect



Refine your story

## *Get hands-on*

This isn't a passive experience. To get the most out of this course, come prepared with a story topic. This could be a past or upcoming communication you want to up-level (e.g. a presentation, 1-pager, email, or even a video script).

## *Pace yourself*

To maximize success in this self-paced course, we recommend experiencing it start-to-finish over two weeks. However, it's designed to be fully flexible—complete the course at a pace that works for you.

## *Get 90-day access*

Take advantage of your 90 days of access (from date of purchase) to complete this course and refer back to content for reinforcement.

## *Reference your companion book*

Be sure to refer back to TPC's companion book, *Everyday Business Storytelling*, throughout the course for more storytelling strategies and reinforcement. This indispensable resource will extend the value of this course indefinitely.

## *Earn your certificate and badge*

To receive your certificate of completion and badge, you must earn at least 700 points and complete a short survey before your 90-day access expires.

## *Continue your learning*

Like any new skill, storytelling will stick if you set realistic goals and hold yourself accountable. Make it easy by completing your personal action plan that will help you build storytelling mastery.



# Course outcomes

## *Up-level your communications*

Learn to apply a simple storytelling framework to anything you say, send, deliver or present

## *Learn to flex your story*

Discover strategies for adjusting your narrative to any situation or scenario, whether virtual or face-to-face

## *Reclaim your time*

Get back hours of your day by leveraging a repeatable framework that helps you craft your story right the first time and avoid rounds of edits



### **MODULE 1**

#### **Getting started**

Understand what to expect in this course and how to make the most out of it. Plus, meet your instructors and set your intention for this learning journey.

### **MODULE 2**

#### **The power of storytelling**

Learn the fundamentals of business storytelling, including identifying The Four Signposts™ of your story, crafting a BIG Idea, and writing powerful headlines that will move your narrative forward.

### **MODULE 3**

#### **Storytelling in business**

Discover how to adapt your story when your time is cut short with executives, your audience has diverse needs and interests, or your boss asks for “just 3 to 5 slides.”

### **MODULE 4**

#### **Craft your story**

Apply what you’ve learned to a real communication of your own using the Visual Story Planner™, and get inspired to bring your story to life visually.

### **MODULE 5**

#### **Continue your growth**

Get access to bonus videos to learn how to flex your story for email, 1-pagers, virtual meetings, and team presentations. Plus download a personal action planner, and peer and manager coaching guidelines.

## *Time commitment*

This course is self-paced with 90-day access from date of purchase. We recommend that you allow 3-5 hours of total time to complete the course and make time to practice the exercises as you go.

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THERE'S NOTHING LIKE A  
POORLY-CONCEIVED STORY  
TO REMIND YOU  
*what a relief*  
A WELL-CONCEIVED ONE IS

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## MODULE 1

# Getting started

In this module, you will:

- Meet your instructors
- Set your intention for this learning journey and explore how to bring storytelling into your everyday communications
- Learn what to expect from this course and how to earn your certificate of completion
- Set aside time in your schedule to complete the course
- Think about a story topic for an upcoming (or past) communication to makeover

*How you'll learn*



VIDEOS



RESOURCES



ACTIVITIES

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# DATA AND INSIGHTS WRAPPED IN A *well-crafted story* ARE UNSTOPPABLE

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## MODULE 2

# The power of storytelling

In this module, you will:

- Understand the brain science behind storytelling
- Learn the four signposts of every great story
- Identify your BIG Idea
- Examine how story headlines amplify your key messages
- Explore the role of characters in business narratives
- See a case study video of the storytelling framework in action
- Complete activities and knowledge checks to test your understanding along the way
- Reflect and revisit the case study introduced earlier in the module

### *How you'll learn*



VIDEOS



KNOWLEDGE  
CHECKS



CASE  
STUDIES



ACTIVITIES



REFLECTION

---

# STORYTELLING ISN'T A *one-size-fits-all*

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## MODULE 3

# Storytelling in business

In this module, you will:

- Learn how to pivot in-the-moment to meet executive needs
- Explore how to build stories for audiences with diverse care-about
- Discover how to tell a story in 3 to 5 slides
- See a case study that transforms a data-heavy presentation into a compelling visual narrative
- Complete activities and knowledge checks to test your understanding along the way
- Reflect on how you could use the pivot strategy to create a two-way dialogue with executives and key stakeholders

*How you'll learn*



VIDEOS



KNOWLEDGE  
CHECKS



CASE  
STUDIES



ACTIVITIES



REFLECTION



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# THE COMBINATION OF *story, data, and visuals* WILL SET YOUR IDEAS ON FIRE

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## MODULE 4

# Craft your story

In this module, you will:

- Understand why stories without visuals are only half the story
- Learn a 3-step process for building compelling visual narratives that focus on story first, visuals second
- Apply the learnings to your own business communication, using the Visual Story Planner
- Complete activities and knowledge checks to test your understanding along the way
- Refine your story and bring your headlines to life visually
- Reflect: What will you take from this learning journey and apply to your everyday business communications?

## *How you'll learn*



VIDEOS



ASSIGNMENTS



KNOWLEDGE  
CHECKS



RESOURCES



ACTIVITIES

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# STORYTELLING IS *career gold*

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## MODULE 5

# Continue your growth

In this optional module, you can:

- Get access to bonus videos, like how to tell a story in an email or 1-pager, how to flex your story for virtual meetings, how to build and deliver a team story, and how to tell stories with data
- Complete your personal action plan to hold yourself accountable
- Download manager and peer coaching guidelines to create a culture of storytelling among your team
- Get a sample storyboard to help you organize the narrative flow and visual ideas for your story
- Take advantage of your 90-day access to reinforce what you've learned in this course

### *How you'll learn*



RESOURCES



REFLECTION



REINFORCEMENT





*For over two decades,*  
Silicon Valley-bred sisters Janine Kurnoff and Lee Lazarus have helped teams at the world's top brands—including Facebook, Nestlé, Marriott, Accenture, and Medtronic—become strategic visual communicators.

As co-founders of The Presentation Company (TPC), they're dedicated to helping talented businesspeople in all functions, roles, and levels bring clarity and meaning to their ideas. Together with their team, TPC's innovative storytelling and data visualization workshops help people influence decisions and move business forward.

THE PRESENTATION COMPANY™

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