

APPLYING A STORYTELLING STRUCTURE WILL STREAMLINE COMMUNICATION & INCREASE YOUR INFLUENCE

APPLICATION

1

Assertion

What: Your recommended action

How: 10 words or less

2

Arguments

What: Why recommendation matters to the business

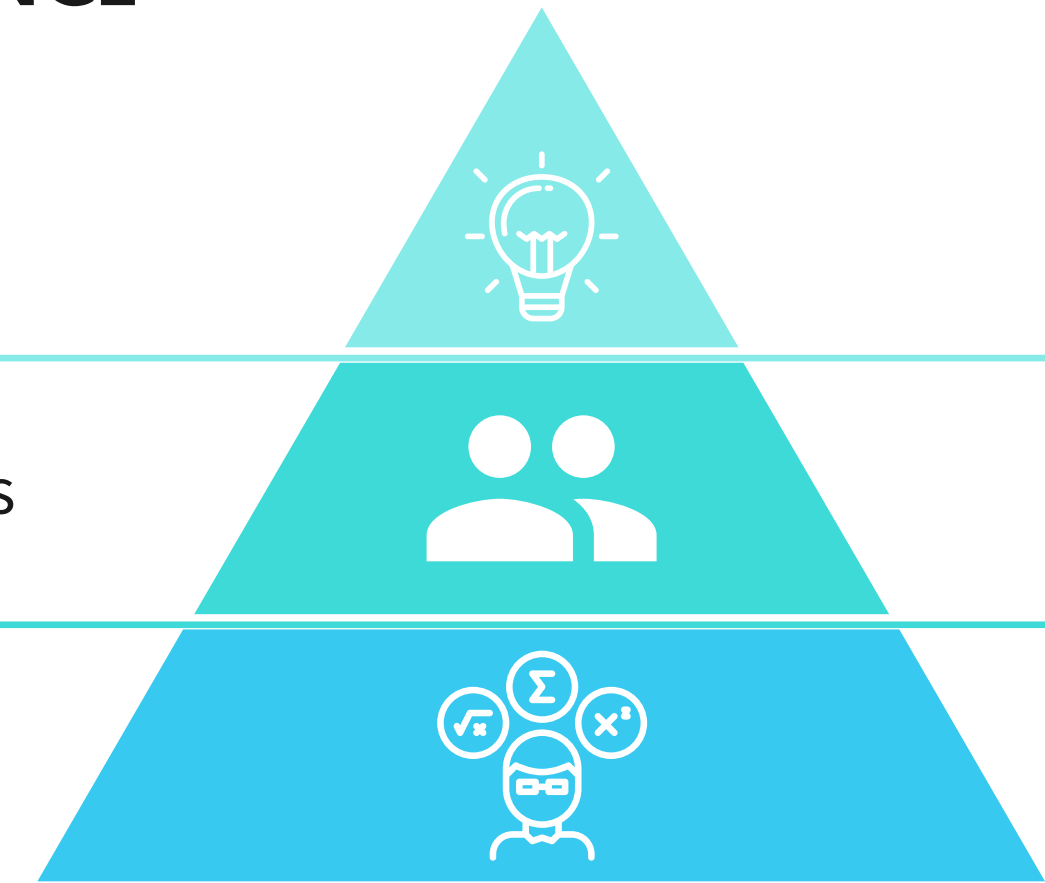
How: Max of 3-4 per assertion

3

Data

What: Why this is right decision amongst options

How: Max of 3-4 data points per argument



ORGANIZATIONAL PAIN POINTS

Email

Presentation

Meetings

To transform the way you and your team communicate, join us for a Story Planning training. Scan the QR code to learn more!



 SCAN ME