SHARPN

COURSE OUTLINE

Storytelling for business

Build a narrative people follow, remember and act on.
90 minutes or 2 hours.



Why take this course?

You know the material inside out. Your audience doesn't. So you put everything in, string it together in the order you found it, and hope they follow. They don't. They skim, they miss the point, and nothing happens. There is a better way: start with the story, not the content you happen to have. You know that book you couldn't put down? That's a story doing its job. Your deck can do the same.

Learning objectives

- Understand why stories work in business, and how people decide and remember
- Learn a simple storytelling framework you can apply to any slide, deck or email
- Find your main message, sharpen it, and put it where nobody can miss it
- Write headlines, not labels: active slide titles that tell the summary story
- Apply the framework across a whole deck, and to updates and emails
- Practise on examples taken from your team or organisation

Course content

PART 1

Why stories work in business

- How people make decisions: the analytical side weighs the evidence, the emotional side makes the call
- The role of memory, and how stories help people remember what matters
- The Curse of Knowledge: why you can't judge your own deck

PART 2

A simple framework

- A storytelling structure you can apply to any slide, deck or email, so every document has a path the reader can follow
- Applying it to critical, complex and sometimes dry content

ACTIVITY

Applying the framework to example slides or your own work

Course content
continued

PART 3

Know your main message

- The one thing you need people to remember
- Understanding the ‘what’ and the ‘why’ of the key message

ACTIVITY
Identifying the key message in example slides

PART 4

Headlines, not labels

- Active, insightful slide titles that land the point
- Titles that, read together, tell the summary story

ACTIVITY
Rewriting the titles on a handful of example slides

PART 5

Across a whole deck

2-hour version

- Applying the framework to a deck, or to each section of a complex one
- Storyboard first, build second
- Updates and emails: which parts to keep

ACTIVITY
Storyboarding a whole deck of your own

Training delivery

- Short instructor-led sections, with before-and-after examples taken from your own decks
- Individual exercises on paper, and group discussion. No lecture. Laptops optional.

How it runs

Two lengths

90 minutes: the framework, the main message, titles and three exercises. 2 hours adds the storyboarding exercise. 60 minutes or a half day on request.

Format

In person or remote, in any time zone. 8 to 15 people, so the exercises stay hands-on.

Your content

Send us a handful of real decks two weeks ahead. We prepare improved versions, so the before-and-afters are yours.

What you’ll get



Before-and-after examples from your own decks



A PDF handout of detailed notes and a one-page quick-reference sheet



The exercise files, to reuse with your team

What you need

- PowerPoint basics. The course is about the story, not the software.
- A range of your real PowerPoint documents, in your house template, two weeks before the session.
- No pre-work.

Bring this course to your team

Book a short call to talk through the documents your team writes and who reads them.

View all courses