

THE PRESENTATION COMPANY™

Business Storytelling Fundamentals

Course syllabus





Business Storytelling Fundamentals

Online, on-demand course

No matter your role or function, chances are you have to influence across (and outside) the business—whether you’re selling an idea, providing an update, or making a recommendation.

This one-hour, self-paced course uses award-winning storytelling content from The Presentation Company to arm you with the knowledge and skills to elevate any business communication into powerful narratives.

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Make the most of this course

Business Storytelling Fundamentals will introduce you to TPC's practical, repeatable storytelling framework to help you improve any type of business communication.

After the course concludes, you'll have an opportunity to practice the framework on your own story topics and audit prior business communications. Here are some additional tips for getting the most out of your course experience.



Learn

•
Watch bite-sized videos



Assess

•
Complete knowledge checks



Coach

•
Give and get coaching tips



Practice

•
Apply what you learned to real work

Bring your real work

As you move through the course, think of how to apply the storytelling framework to a real story topic. This could be a past or upcoming business communication you want to improve (e.g. a presentation, 1-pager, or email).

Exercise your storytelling muscle

Complete the suggested actions at the end of the course and use the companion guide as a resource to practice what you learned.

Revisit the course

Bookmark the course and reference the material often to refresh your knowledge of key concepts and reinforce the learnings.

Share with colleagues

Discuss what you learned with your colleagues. Use the embedded coaching tips to collaborate and provide feedback on business stories.

Reference Everyday Business Storytelling

To extend the value of this course indefinitely, consider getting a copy of TPC's companion book, [*Everyday Business Storytelling*](#). This indispensable resource contains even more tips, case studies, and real-world examples to help you apply storytelling to any business communication.

Continue your learning

Like any new skill, storytelling will stick if you set realistic expectations and hold yourself accountable. Set a goal to use the storytelling framework to approach all your business communications with intention and mindfulness.



Course overview

Topics covered in *Business Storytelling Fundamentals*:

- ☒ The brain science behind storytelling
- ☒ Four signposts of a great story
- ☒ Your BIG Idea
- ☒ Story headlines (not headings)
- ☒ Introducing characters in business narratives
- ☒ Common ways to *flex* your story
- ☒ 5 ways to visualize your story
- ☒ Tips for telling stories with data
- ☒ Case study: Storytelling in business
- ☒ Take action! Apply storytelling concepts to real work



Time commitment

Completing the course should take about one hour, but we recommend you revisit it often to reinforce and extend the learnings.



Learning outcomes

Business Storytelling Fundamentals empowers participants to:



Audit and improve existing communications through a storytelling framework



Stop “reporting the news” with data and see simple ways to **highlight your key data insights**



Walk away with simple techniques for **crafting better emails** that generate action



Understand how **using visuals with intention** and purpose can enhance a story



Learn how to craft powerful headlines that **boost your confidence** and advance your story

Make storytelling your *superpower*

Partner with TPC to discover how storytelling *moves business forward*.



Meet our founders

Lee Lazarus and Janine Kurnoff are authors of *Everyday Business Storytelling*, founders of The Presentation Company, and sisters! They've spent over two decades developing practical techniques and tools to help teams at the world's top brands become strategic, visual

communicators. They know that to be truly heard, you must wrap your ideas and data into a compelling visual story—one that contains the right combination of logic and emotion. When you do, any communication can be transformed into a confident, persuasive, and memorable narrative.

Contact us: inquiries@presentation-company.com

Learn more: www.presentation-company.com

“We believe that no matter your role or function, *anyone* can be a great business storyteller.”

– Janine and Lee



The Presentation Company is proud to be a certified women-owned business with 75% of its workforce comprised of women.

