

Business Storytelling Fundamentals

Executive Sponsor Video Script

Duration: 1:20

[0:00 - 0:07] Hey everyone! I'm excited to invite you to participate in a new learning opportunity from storytelling experts at The Presentation Company.

[0:08 - 0:20] Storytelling is a superpower that shows up everywhere, every day at work. No matter your role or function, storytelling helps you influence others - whether you're selling an idea, providing an update, or making a recommendation.

[0:21 - 0:24] A great story, quite simply, makes your ideas impossible to ignore!

[0:25 - 0:38] Enter **Business Storytelling Fundamentals**, a one-hour, online course that introduces a common language and framework to help you transform any business communication – from presentations to emails to 1-pagers – into compelling narratives.

[0:39 - 0:48] Built using TPC's award-winning approach on story, visuals, and data – this short but powerful course arms you with techniques you can apply immediately – no matter what you're working on.

[0:49 - 0:59] As we focus on [COMPANY GOAL], storytelling will help us influence conversations with key stakeholders and customers, which is critical to our success.

[1:00 - 1:07] Not only will this learning experience propel us forward as an organization, but it will equip each of you, individually, with skills to advance your career.

[1:08 - 1:15] Please block one hour to complete this course in the next couple of weeks—but know that you can revisit it as often as you like for reinforcement!

[1:16 - 1:20] It's time to raise the bar for how we communicate. Ready to unleash your storytelling superpower? Let's do this!