

Effectively engage with stakeholders through the power of storytelling.

Character-driven stories with emotional content result in a better understanding of the key points a speaker wishes to make and enable better recall of these points later.

In terms of making impact, it blows the standard PowerPoint presentation to bits. I advise business people to begin every presentation with a compelling, human-scale story.



Paul J Zak

Professor and neuroeconomist
writing in Harvard Business Review

Why storytelling?

Professionals face a variety of challenges in their day-to-day work and one that often gets overlooked is the importance of engaging effectively with stakeholders, both inside and outside the business.

Effective engagement requires the ability to put yourself in stakeholders' shoes, use their language and explain 'what's in it for them'. It involves recognising that achieving the organisation's mission and strategic objectives requires a compelling narrative understood by stakeholders both within and outside the business. It helps to paint an enticing vision with supporting stories that capture the imagination rather than getting stuck in unnecessary detail.

With external stakeholders or 'critical friends', engagement starts with listening and being open to constructive challenge. It involves recognising that the innovative transformation necessary to meet the organisation's vision can only be achieved through the collective action of players both within and outside the business.

Develop authentic narratives that drive change and empower stakeholders to act.

The training

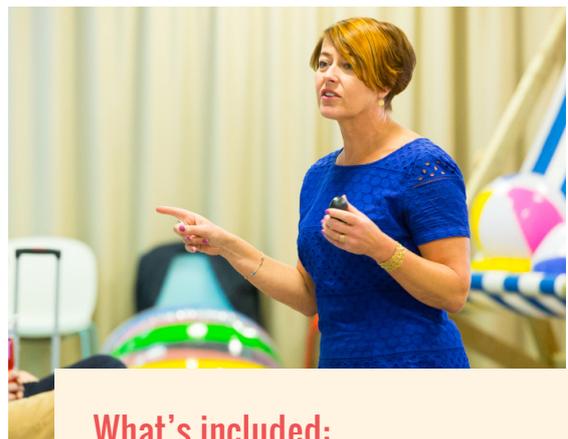
Storytelling training provides you and your team with the strategies and tools needed to develop effective ways to engage and collaborate with stakeholders.

To move beyond the puffery and towards connecting conversations that are authentic and real, and most importantly help advance the organisation's strategic objectives.

Typically delivered as in-person interactive sessions, we focus on helping you craft the meaningful messages and inspiring stories that help 'turn the lights on' for the variety of stakeholders you work with.

Participants hone their skills through live exercises, videos and review with peers so they can see the results and refer back to what they did in the session.

Training can be delivered to individuals, groups or in a 'train the trainer' format and post-training support and feedback is also available.



What's included:

- **Stakeholder Universe Mapping**
Who do participants engage with, why do they matter and what are their interests and priorities?
- **Telling a Compelling Story That Sticks**
Video examples of best (and worst) practice in storytelling and presenting.
- **Personal Story Development**
Refinement of your key take away message and delivery (including video recording and play back).
- **Coaching and Feedback**

Passionate about the power of communications to help achieve organisational goals.



Meet the trainer

Zoë Arden has specialised in communications for her entire career. She has delivered presentation and storytelling training, as well as one-on-one coaching to executives at companies including Adidas, ARM, Google, Microsoft and SnapChat.

Comfortable working with groups of 100 plus, she particularly enjoys working with smaller groups and one-to-one with senior leaders where she has the opportunity to both help develop and strengthen the narrative and ensure it is delivered in the most impactful and authentic way by the speaker.

She draws on her experience as Director of Communications and Sustainability at BT Retail, Managing Director at Weber Shandwick and Golin, and working as a strategic advisor with the senior teams at Astra Zeneca, Barclays, Nestlé and Novartis.



Associate director and global ambassador



Visiting fellow, Doughty Centre for Corporate Responsibility



Associate of think tank and advisory firm



Board trustee of UK charities
Hubbub and BioRegional

Zoë Arden

Storytelling Training

Tell your story today

“Zoë knows how to get the best out of people so that they can deliver an authentic and powerful narrative. Her experience of working with boards and diverse stakeholders really helped me craft a story that would resonate with my key audiences.”

🗨️ Senior Manager, CSR Europe, Marriott International

“We include Zoë on the syllabus of all our post-graduate courses because we want to ensure that our graduates can be effective change agents, and this includes knowing how to deliver a powerful story to their key stakeholders.”

🗨️ Course Director, University of Cambridge Institute for Sustainability Leadership

“Zoë delivered a high impact ‘train the trainer’ session for my team that was both effective and fun. Personally, it helped me deliver an effective board pitch the following week that got the response I wanted! Her style and approach was informative, engaging and appealed to all levels in my team.”

🗨️ Senior Director, Organisational Experience, ARM

Get in touch

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Photography: Shai Dolev