



LAM INSTITUTE

Enabling Leaders to Maximize Their Success

BUSINESS STORYTELLING

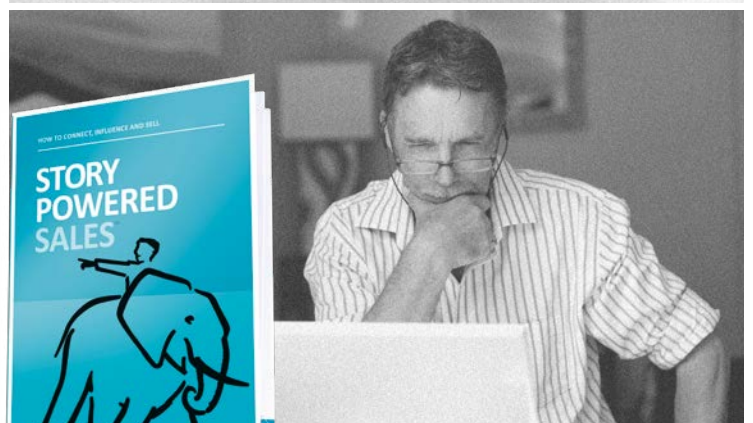
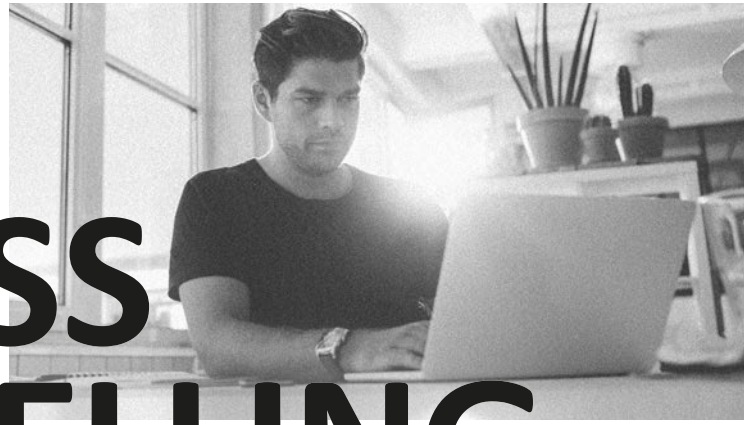
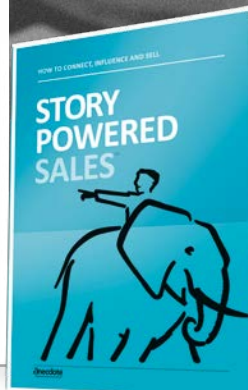
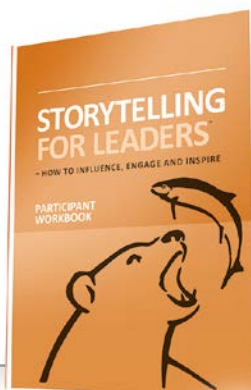
VIRTUAL INSTRUCTOR-LED TRAINING

WHILE WE STILL LOVE FACE-TO-FACE LEARNING, THERE ARE SOME DISTINCT ADVANTAGES TO VIRTUAL INSTRUCTOR-LED TRAINING:

- **LEADERS AND SELLERS DON'T HAVE TO BE AWAY FROM THEIR JOB** for a full day —it's spread over 4 x 2-hour sessions
- There are **OPPORTUNITIES TO COACH AND CONSOLIDATE BETWEEN ONLINE SESSIONS** and avoid overload from a full day of content
- You **SAVE ON TRAVEL AND ACCOMMODATION**. And save on workshop venue costs.

Here is how we deliver as Virtual Instructor-Led Training for each of our story programs.

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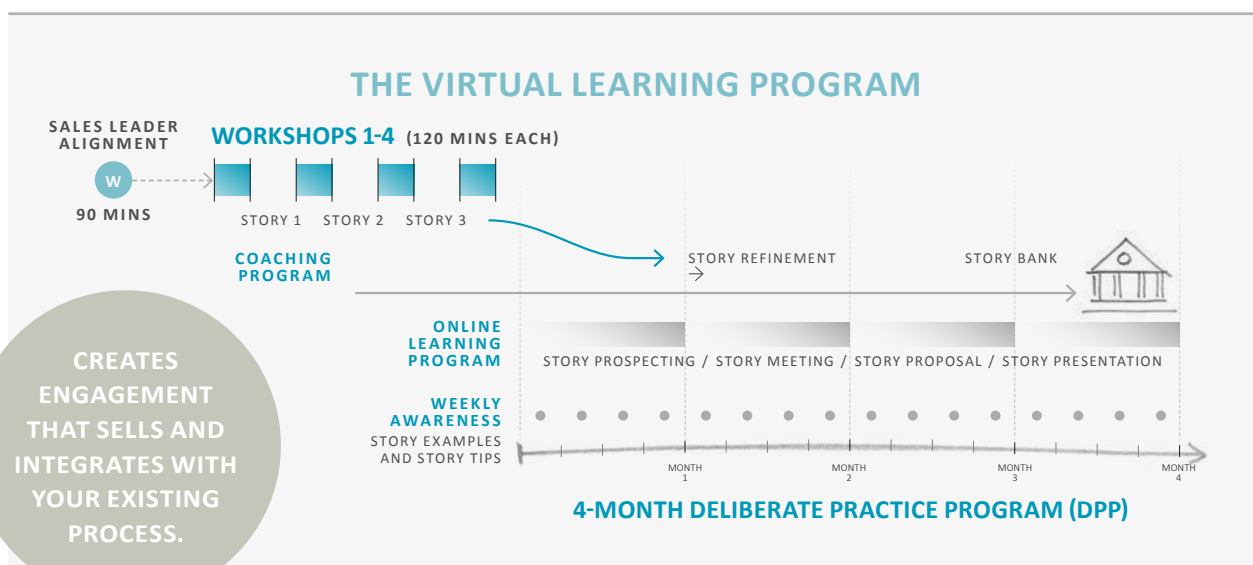


STORY-POWERED SALES™

Online Story-Powered Sales is delivered as 4 x 2-hour Zoom-based instructor-led workshops followed by a 4-month Deliberate Practice Program.

An alignment webinar before the first workshop helps your sales leaders understand their role in the program, and bridging activities between each workshop help embed the learning.

Each participant is coached to deliver three stories for your new company story bank. The **company story bank** is an enduring asset for your sales team.



CREATES ENGAGEMENT THAT SELLS AND INTEGRATES WITH YOUR EXISTING PROCESS.

WORKSHOP 1

What is a Business Story and using stories to connect and build trust with prospects.

Bridging Activity—Participants video themselves sharing a connection story and we provide feedback.

WORKSHOP 2

Selling change and communicating why clients must change.

Bridging Activity—researching a case study to convert to a success story.

WORKSHOP 3

Success stories—giving your prospects a mental test drive.

Bridging Activity—practising a success story.

WORKSHOP 4

Putting it all together with a competitive pitch to close the deal.

Activity—Story pitch competition.

4-MONTH DELIBERATE PRACTICE PROGRAM

- **Story coaching** to get participant stories ready for your **story bank** (via video message).
- **Online course** for story prospecting, story meetings, proposal stories and story presentations.
- **Weekly emails** to nudge participants to practise and remind them to look for story opportunities. Also access to the facilitators for help as needed.

A comprehensive overview is available on request.



STORY-POWERED SALES™
Since 2015

Story-Powered Sales™ is created by and licensed from Anecdote International Pty Ltd

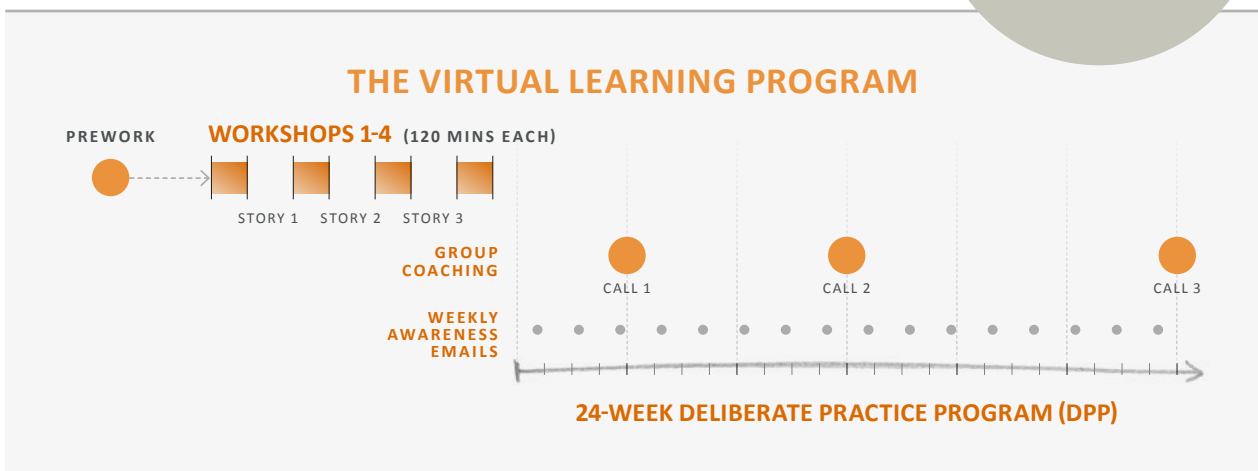
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STORYTELLING FOR LEADERS®

Online Storytelling for Leaders is delivered as 4 x 2-hour Zoom-based instructor-led workshops followed by a 24-week Deliberate Practice Program.

A bridging activity between each workshop helps to embed the learning.

PRACTICAL
STORY-BASED
TECHNIQUES TO
TACKLE A RANGE
OF LEADERSHIP
CHALLENGES.



PREWORK

Pre-reading for participants and getting the program configured for your company.

WORKSHOP 1

What are business stories and why are they important, how do they help you connect?

Bridging Activity—Participants video themselves sharing a connection story and we provide feedback.

WORKSHOP 2

Communicating decisions, changes, ideas and strategies.

Bridging Activity—Participants video themselves sharing a clarity story and we provide feedback.

WORKSHOP 3

Overcoming entrenched views and demonstrating value.

Bridging Activity—Find a story that makes a business point and improve it.

WORKSHOP 4

Bringing it all together and embedding story.

24-WEEK DELIBERATE PRACTICE PROGRAM

- **Weekly emails** to nudge participants to practise and remind them to look for story opportunities. Also access to the facilitators for help as needed.
- **Group coaching calls**—three coaching calls spread through the DPP to share experiences, answer questions and inspire each other to keep practising.
- **Story bank development**—the company contact for the program will collect stories from the participants (as videos) for use by the group and beyond. Great for town halls, important presentations and when announcing changes.



STORYTELLING
FOR LEADERS®
Since 2007



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