

Influence others and get what you need with storyboarding

WORKSHOP

Learn exactly how to plan and structure your messages to create a compelling narrative that will make it easy for your target audience to take the next step.

You need someone to do something, which might be agreeing to finance your idea, approving a recommendation, or take some other type of action. Knowing how to ask and preparing for that conversation can be time consuming, stressful, and nerve wracking. Maybe your calls to action haven't have been successful so far. You feel frustrated, stressed, unsure about the return for your effort, and probably want to give up.

Did you know that narrative is the most persuasive type of communication? If you need to create a message that is compelling enough to influence the actions of others, then storytelling will make it more likely that you will get the result you are looking for, in a timely manner. Imagine if your communications were as captivating, gripping, and persuasive as a Spielberg movie.

If you need to influence other people in your work or life, then 'How to influence people and get great results with storyboarding' is what you have been waiting for.

This workshop was first developed by Samantha Rush eight years ago through the blood, sweat, and tears of being where you are. Since 2014, this storyboarding method has helped almost 500 individuals, teams, and organisations transform information, ideas and data into inspiring, concise, and convincing messages in Australia, the USA, and Singapore.

Until now, this program has only been available to Corporate groups and final year MBA students, until now.

In 'How to influence people and get great results with storyboarding', you will practice a method to frame your discussion, report, presentation, or other paper, that will substantially increase your ability to influence your audience. You will learn the all-important three-step method for creating an engaging and compelling narrative that will make it easy for your decision makers to take the next step. With plenty of feedback along the way, you'll leave the session knowing exactly how you're going to structure your message, with the templates you will need to repeat the process, over and over again.

In this one-day workshop, you will:

- Learn the foundations of influential messaging
- Assess your audience and identify the most persuasive angle for your message using 'The Influential Message Builder'
- Build, practice, and refine your own influential messaging
- Understand what makes messages compelling
- Learn how to develop a compelling storyboard
- Identify ways to save time and work smarter, not harder

Whether your goal is winning a contract, a place in a program, securing resources or investors, communicating to customers and stakeholders, or something else, the story you tell is fundamental to what happens next.

Benefits from attending 'How to influence people and get great results with storyboarding' include:

- Saving time with an easy-to-use system for planning and developing your compelling storyboard
- Feeling more confident and less stressed in your communications
- Getting more of the results you want by asking the right way

Here's what people say about 'How to influence people and get great results with storyboarding':

"The ability to relay strategic ideas and recommendations to various stakeholders is a critical skill for business leaders. At the crux of this is a compelling narrative that resonates with your audience. The storyboarding sessions Samantha delivers for us are unique, powerful and impactful. This is a skill set that every business leader should be exposed to".

Dr Nicole Hartley, MBA Director, UQ Business School

"This workshop is exactly what I needed, I thoroughly enjoyed the session and particularly your guidance with each of us individually during the practical exercises. Your experience with many organisations helped with broadening perspective and thinking outside the box".

Richard, Arrow Energy

"Storyboarding gave me a fresh outlook on how I can improve my presentation skills and showed me a concise way to get my message across to the audience".

Chris, SMEC

"I found Samantha's session very valuable for me in my role, as it provides a framework for me to ensure I hit the key points for my audience. It saves me from "hoping" I get it right".

Erica, Arrow Energy

Here's what you get when you attend:

- A full-day, in-person catered workshop
- Workbook including templates for future use. You can come back to the system any time you need to influence someone
- Personal feedback and coaching on your message throughout the day – you will not be working through it on your own

A maximum of 15 places are available in this workshop due to the high levels of interaction. Once those places are filled, you will miss the opportunity to learn the art and science of influencing others through narrative storyboarding from an international expert.

Start influencing and getting great results through compelling narrative storyboarding.