



**@ASK Training**  
Attitude | Skills | Knowledge

# Influence Others with Your Stories!

**Course Code:**

ASKIUS

**Course Duration:**

1 day, 9.00am - 5.00pm

**Course Fee:**

\$600 (\$654 Inc. 9% GST) per participant

**Course Venue:**

Hotel

**Course Dates:**

<https://asktraining.com.sg/course-schedule/>



## Course Synopsis

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Have you ever wonder how to get people to listen to what you have to say? And how to have greater influence? You probably have heard the phrase: "all successful salesperson is great story teller". Do you agree?

Research shows that when people are listening to stories, their guards are down. They have greater empathy. They are less defensive and are more open to suggestions. Yes, storytelling is another great communication skill that we need to equip ourselves so that we can communicate more effectively.

In this course, we will share with you about influencing skill, and specifically how you can use Storytelling to achieve that. Participants will be able to understand what Storytelling is about and how they can use their personal stories to build trust and relationship.

## Course Objectives

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By the end of the course, you would be able to:

- understand the basic of influencing skill
- know about elements and structures of stories
- tell purposeful stories to impact others
- Influence people that you work with and work for
- improve communication skill
- build trust with people around you
- improve relationship with others

## Course Outline

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- **Is Storytelling for you?**
  - How to influence others?
  - The Art and Science of Storytelling
  - What is the benefit of Storytelling?
  - Individual Activity: What do you want to achieve?
  - Group Activities: Sharing your stories
- **Story Elements & Structure**
  - Theme, Setting, Characters, Plots, Structures
  - Examples of stories
  - Story Boarding & how can you use it
  - Group Activities: Editing your stories
- **Enhancement to have greater impact**
  - Know you audience
  - Theatrical consideration
  - Tools and techniques
  - Be yourself: Practice, practice, & practice
- **Practical Application**
  - Situational storytelling
  - Media 7 Medium consideration
  - Build your “Story Library”

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