



# Memorable Storytelling™

## your challenge

Most people know that storytelling can have a big impact on business communications. Facts and figures alone aren't engaging enough to stick in people's minds without some kind of story connecting the dots.

Unfortunately, most business stories are entirely too forgettable. They don't appeal to the audience in a way that moves them to take action later on. And you won't be able to influence your audience's buying decisions if they can't remember your story in the first place.

why

do some stories  
**incite action**, while  
others **put the  
audience to sleep?**

## what's going wrong?

- Abstract or vague concepts make your stories unrelatable.
- Stories focus on what's logical and objective, rather than appealing to emotion.
- Your stories aren't specific enough to be memorable.

## what if you could...

- ...use neuroscience principles to build and tell stories that impact memory, decision, and action?
- ...master science-based techniques mandatory to memorable stories?
- ...apply these techniques to content for new prospects and current customers?

## if...

Prospects are stuck at the top of the funnel because your offer isn't compelling

Your content is filled with facts and information without context

Your audience can't see their own experiences in your stories or relate to your conversations

## then...

You need Corporate Visions' **Memorable Storytelling™**, where you'll learn the brain science behind creating remarkable narratives and practice applying it to your own business setting.

## what it is

With **Memorable Storytelling**, your marketers will learn the science behind how stories influence your buyers' decisions. And they'll learn how to craft engaging and memorable stories that resonate with buyers across the entire customer lifecycle.

## what you gain

- Skills to use stories to make your messages and content assets more memorable.
- An understanding of the brain science behind engaging and persuasive stories.
- Ability to help an audience remember both concrete and abstract concepts by balancing facts with perceptive elements.

## flexible learning options

### classroom training:

In our instructor-led classroom training, participants view eLearning content for a pre-event knowledge transfer of the skills they'll be putting into practice.

In the classroom, they work in groups to discover and apply concepts to their actual work projects.

### instructor-led virtual classic training:

In our instructor-led Virtual Classic training, participants attend a virtual classroom environment with live facilitation and coaching, complete eLearning modules, and work in small teams to apply concepts and create content for actual work projects.

### inline training:

In our Inline training, participants self-schedule and complete online modules, then actively apply skills by reviewing a challenge assignment and rubric. They then create and present content that aligns with the concepts learned, and they receive personal coaching from Corporate Visions facilitators about how they applied their new skills.

### ongoing reinforcement

Engage your team with a series of activities designed to accelerate adoption and help them apply their new skills on the job.