

STORYTELLING & PITCHING

Duration: 2 days (14h)

Date: available within 1 month

Price general public: EUR 990 net /pers. (no VAT)

Price in-house: on demand (4-12 pers.)

OVERVIEW

Every great idea deserves to be heard—but only those communicated with clarity, conviction and authenticity truly inspire action. The ability to tell a compelling story and deliver a persuasive pitch has become an essential leadership currency.

This immersive two-day workshop will equip participants with the tools, techniques and confidence to transform ordinary presentations into memorable experiences that engage, persuade and leave a lasting impact.

Through a dynamic blend of practical exercises, coaching, real-world case studies and personalised feedback, participants will discover how to craft narratives that resonate, simplify complex messages and deliver pitches with confidence and executive presence.

LEARNING OBJECTIVES

- Understand the psychology and structure behind compelling stories.
- Transform information, data, and ideas into engaging narratives.
- Identify and apply storytelling frameworks for different business situations.
- Design and deliver impactful pitches adapted to different audiences.
- Use emotions, credibility, and logic to influence stakeholders.
- Improve verbal, vocal, and non-verbal communication skills.
- Build confidence in presenting ideas with clarity and impact.

AUDIENCE & PRE-REQUISITES

- **Audience:** Anyone who needs to influence and communicate ideas effectively.
- **Pre-requisites:** Have a project, idea, product, or initiative that you wish to communicate persuasively.



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PROGRAMME

- The neuroscience of storytelling
- How humans process information through narratives
- Facts vs. stories: moving from information to inspiration
- The architecture of storytelling – building the beginning, middle and end.
- Types of storytelling frameworks
- Storytelling for business influence
Delivering the story powerfully – tips and techniques for impact.
- Principles of persuasive pitching
- The six elements of a pitch
- Designing your impact pitch
- Defining your core message
- Simplifying complex ideas
- Creating memorable openings
- Using evidence and examples
- Handling objections
- Message pyramid
- Elevator pitch framework
- Audience persona mapping
- Authentic communication
- Analyse powerful pitches
- Group simulations
- Capstone presentations
- Storytelling toolkit
- Pitch planning template

METHODS & EVALUATION

Rich and flexible training design: theoretical input, discussions, reflection and sharing of experience, role-plays and simulations, practical exercises.

Training assessment:

- Short term impact
- Long term impact

Learning assessment :

- Self-evaluation
- Questionnaire after the training

Recognition : EUROBOGEN certification

OTHER RELATED TRAINING

- Public speaking and Presentation skills
- Empathic communication

For people with disabilities, our company is committed to providing secure accessibility.

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