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OCTOBER 25-27, 2022

POWERED BY **ICF** Coaching Education

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The Power of Story

Engage, Inspire & Create Impactful
Learning Experiences

Lisa Bloom, PCC – Story Coach



Agenda

- Storytelling for: **designing learning, developing engagement & presence, creating impactful learning experiences**
- Understand **the relevance of your materials and content** so that you can deliver learning experiences that **your audience want and need**
- How to **leverage your story** and the stories of others to **create meaningful learning moments**



 *imagine*



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Storytelling for design, engagement & presence

Where we're coming from –
e-learning, classroom curriculum,
compulsory





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Where we're coming from –
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compulsory

The big change –
Positive pandemic affects, the 'learning
experience', rising to the challenge


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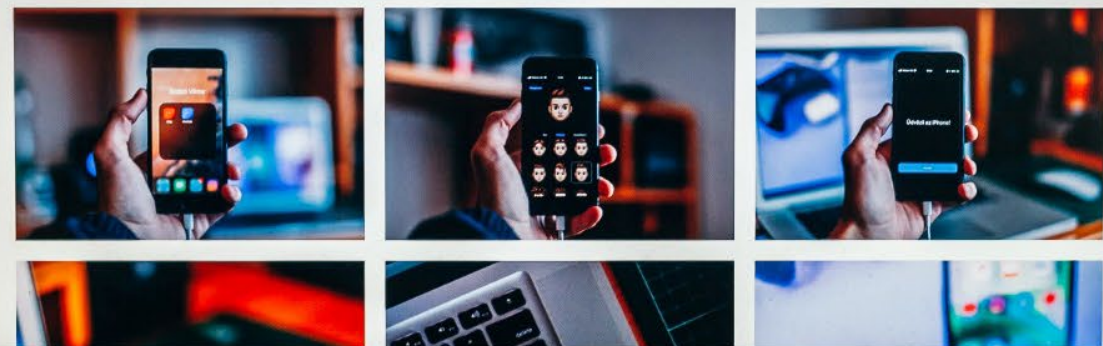
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What we need (& why story is so critical!)
personal, authenticity, presence , story!



Understanding 'Relevance'

- **Materials & Content** – transforming 'important' & 'interesting' into **COMPELLING & MAGNETIZING**





Story Formula

- **Character the listener cares about.....**
- **Who wants something** (they have a goal, something they are trying to accomplish)
- **Faces an obstacle...** (what or who is standing in their way)
- **And overcomes the obstacle to achieve the goal...** (how they were helped, what results)



Leveraging Story

- Creating meaningful learning moments (the pivotal moment!)
- Finding Stories
- Ethics of story
- Don't forget the point! (story is only the vehicle)



Where & when?

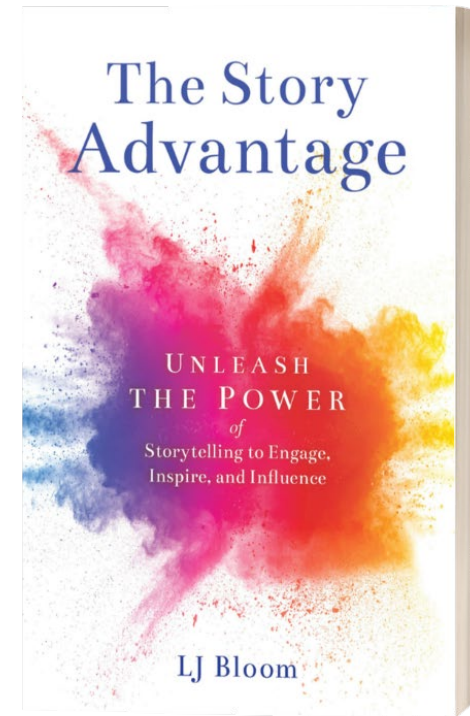
- **Opening story**
- **Personal (credibility) story**
- **What's possible story**
- **Learning examples**
- **Outcome/Result Story**
- **Closing & CTA Story**

Thank you!

The audio of my book (no charge):

<https://story-coach.com/story-advantage-toolkit>

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Lisa Bloom PCC, Story Coach

