

Supercharge your storytelling



Client need

Senior leadership at one of the world's largest cloud-based software companies realized that their finance team was **not communicating data in a way that could be understood by those outside of the team.** The company's financial leaders needed to improve their ability to turn critical information into a compelling story that their business partners could comprehend.



The solution...

To remedy the issue, the company partnered with BTS to co-create a customized **Practice with an Expert** solution. The solution was designed to ensure meaningful and lasting behavior change through a tailored experience that would be co-facilitated by subject matter experts with PhDs in Communications and Rhetoric.

The journey includes:

- Learning assets with practice opportunities
- A set of short videos that teach the importance of messaging and crafting a narrative
- One-on-one virtual sessions with experts to put the newly learned skills to the test



The Storytelling course objectives

are centered on the assumption that business partners are more likely to accept data with the right messaging.

Storytelling techniques help financial leaders to:

1. Tell compelling virtual stories with data
2. Engage the audience
3. Persuade the audience to take action

Program flow

