AGILE COMMUNICATION: HOW TO INFLUENCE AND PERSUADE IN A COMPLEX WORLD

SEPTEMBER 21, 2023 | 9:00 A.M. – 4:00 P.M

One of the trendy leadership terms for today’s wacky world we all compete in is VUCA. It stands for Volatile, Uncertain, Complex, and Ambiguous. While VUCA may reflect the exterior global marketplace, internally you need a different kind of VUCA to be successful. This new brand of VUCA is: Vision, Understanding, Clarity, and Action. We call it your “VUCA Voice” and it can only be accomplished through agile communication leveraging the power of business storytelling.

While agile in organizations typically means speed to market, agile communication is about speed to meaning to make sure your messaging lands right the first time with those you are engaging. Think about the impact and success you experience when your message lands the right way with the right people! This program will help you become a more confident and compelling leader through three proven narrative frameworks that work every time.

You will benefit from this program with deliberate practice built in. You will begin with the foundational narrative framework of And, But, and Therefore (ABT), add the five primal elements of a short story for big impact, and bring it all together with the Story Cycle System™ to craft a persuasive presentation.

This program will help leaders:

• Learn to think in and apply the critical communication structure of And, But, and Therefore (ABT).
• Apply the five primal elements of a short story to create a big impact and/or influence and persuade others.
• Understand and develop skills to build an effective and powerful leadership presentation based upon the Story Cycle System™.

Competencies Addressed: Action Oriented, Communicates Effectively, Drives Results, Drives Vision and Purpose, Persuades

PARK HOWELL

Park Howell is known as The World's Most Industrious Storyteller helping leaders of purpose-driven brands grow by as much as 600 percent. His 35+ years in communications includes 20 years running his own ad agency, Park&Co. Park is the founder of the Business of Story, a proven platform based on his 10-step Story Cycle System™ to clarify your story, amplify your impact, and simplify your life. His popular weekly Business of Story podcast is ranked among the top 10 percent of the most downloaded podcasts in the world. Feedspot.com named it the #1 business storytelling podcast for 2022. Park’s newest book, The Narrative Gym for Business, is a 75-page guide on crafting ABT (And, But, Therefore) foundational narrative frameworks to make all your communications more persuasive. Park consults, teaches, coaches, and speaks internationally and has guided hundreds of brands and grown thousands of leaders in such organizations as Dell, Hilton, Cummins, American Express, Walgreens, Banner Health, and the United States Air Force.