



DESIGN

INFLUENCE THROUGH STORYTELLING



Pragmatic Institute's ***Influence Through Storytelling*** teaches designers how to craft and facilitate strategic stories that convey vision, align teams on users' best interests and advocate for design. You'll develop intentional goals for stories, capture stakeholders' attention with messages that resonate and structure stories to highlight those messages. You'll also prototype and test your stories to boost your confidence in their success. You'll come away with the skills to share stories that inspire others to take action.

Who should attend?

This course is relevant for **designers and design researchers across various practices**, such as service design, product design, UX design, digital design and interaction design.

Course Objectives:

Understand the Power of Storytelling

Recognize opportunities to build influence and align stakeholders.

- ▶ Learn why storytelling is a powerful tool for designers
- ▶ Identify contexts that are ripe for storytelling
- ▶ Define the building blocks of a strong story

Tailor Narratives to Resonate with Specific Audiences

Frame and adapt stories for diverse, cross-functional stakeholders.

- ▶ Map typical stakeholder perspectives in an organizational ecosystem
- ▶ Narrow in on the right framing, perspective and degree of detail
- ▶ Ensure success by prototyping, testing and iterating on your stories
- ▶ Anticipate stakeholder challenges and proactively develop responses

Inspire Action Through Stories

Set and achieve goals through compelling, well-structured narratives.

- ▶ Identify the story arc that will best deliver your message
- ▶ Embed an irresistible call to action in stories to accomplish your goals

Ensure Your Design Work Isn't Wasted

Help the business understand the value of design and embrace new opportunities to leverage it.

- ▶ Facilitate stories that actively engage stakeholders
- ▶ Gain buy-in on design work through memorable, shareable stories

Course Story Planner Includes:

- ▶ Situation Analyzer
- ▶ Goal Guide
- ▶ Stakeholder Guide
- ▶ Communication Compass
- ▶ Message Mapper
- ▶ Character Selector
- ▶ Story Scaler
- ▶ Story Plotter
- ▶ Scene Setter
- ▶ Feedback Facilitator
- ▶ Engagement Amplifier

Register for ***Influence Through Storytelling*** or find out how Pragmatic Institute can bring our training to you by visiting pragmaticinstitute.com or calling **480.515.1411**.



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