

# PS Powerful Storytelling & Cut Through Communication™

An IBF Accredited Program by Eagles Flight Asia



1 day /  
2 half days



Pre & Post Session  
Activities



Assessment and  
Statement of  
Attainment (SOA)



8.5  
Hours CPD



15-25 financial  
practitioners  
at all levels



Available virtually  
or in-person

The financial industry is ruled by numbers. Statistics and hard data are information business leaders rely on to make vital business decisions. But numbers often fall flat and fail to show the complete picture without proper context.

During times of uncertainty, storytelling can be a competitive advantage and helps humanize data allowing colleagues to be more receptive to new ideas and buy in from the team to support initiatives. It can engage and motivate employees to ensure that they understand their role in driving the company forward towards recovery and growth. Stories also lets customers and stakeholders make sense of the impact of numerical data. In **Powerful Storytelling & Cut Through Communication™** by Eagles Flight, learners will learn the essential skills to crafting and delivering stories with the support of in-the-moment peer and instructor feedback which allows for improvements to be made quickly and confidence to build.

## The Outcome

In Eagles Flights Asia's **Powerful Storytelling & Cut Through Communication™**, learners will learn how to understand the communication objectives, articulate, discuss idea and persuade to achieve common business results through two-way interactions.

- Communicate objectives and articulate the central message of the story and its relevance to the stake holders.
- Present and demonstrate all the elements of the story crafting process.
- Create a powerful hook to draw the audience into the story from the start.
- Use vivid descriptors to allow the audience to personally experience the story being delivered.
- Deliver an effective peak, the moment of insight of the story.
- Articulate the central message of the story and its relevance to the current business situation.
- End the story quickly and appropriately.
- Demonstrate ability on two-way interactions and communication approaches.

## Not Your Ordinary Learning Experience

An Eagles Flight experiential learning program is unlike anything you or your participants have seen before – it’s not another lecture, case study, or role-play. It’s an immersive, learn-by-doing experience, where the learning is embedded in an engaging activity. Why do we do this? It allows participants to simply be themselves in the experience, and act as they normally would at work. This is where true behavior change begins.

By personally experiencing the results that come from applying their existing behaviors, participants see the link between their performance in the experience and the changes they need to make to maximize performance at work. A powerful debrief reinforces the lessons learned in the experience and shows how to apply those lessons back on the job. New competencies are developed, learnings are retained, and individuals are more likely and better able to enthusiastically apply their new knowledge to improve their day-to-day performance.

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*One of the key communication aims is to fully engage our audience – internal and external, especially when our messages could be usually heavy with hard data and statistics. Powerful Storytelling is a critical and necessary tool to help our teams convey powerful, convincing and compelling messages. The hands-on, experiential approach of this program ensures that the skill learnt is practical and applicable.*

Client, Executive Director | Training and Development, Bank in Singapore



***This programme has been accredited by The Institute of Banking & Finance (IBF)***

Powerful Storytelling & Cut Through Communication™ is accredited by The Institute of Banking & Finance Singapore (IBF) under the Skills Framework for Financial Services, and is eligible for funding support under the IBF Standards Training Scheme (IBF-STTS), subject to all eligibility criteria being met.

***Find out more on [www.ibf.org.sg](http://www.ibf.org.sg)***

Left with questions?

Wondering what a partnership could look like?

**Give us a shout!**

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