
Storytelling for Commercial Managers



2 Days Intensive Workshop
Maximum of 8 Delegates
Training by Industry Experts

Consulting | Training | Community

Suite C, Building 1, 1110 Middle Head Road, Mosman, NSW 2088

Tel: (+61) 1800 886 155

www.rmi.global

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OVERVIEW

Storytelling is a powerful tool that transcends boundaries and communicates messages in a way that's relatable, memorable, and impactful. Yet, we often observe that even the most effective revenue, category and other management strategies lack support from both internal and external stakeholders primarily due to a shortfall in engagement. Many competing suppliers have access to similar information. What differentiates stakeholder support is how this information is used and shared to create maximum engagement and value.

KEY FEATURES

- 2-day residential workshop with a maximum of 8 delegate places for optimum learning.
- Delivered by storytelling experts and actors with years of relevant experience.
- Immersion in the art of storytelling, presence, reaching out and connecting.
- Storytelling techniques within a business context.
- Sharing data and insights in an easily digestible and memorable way.
- Congruency.

KEY FOCUS AREAS

- Why storytelling?
- The essential elements of a great story.
- Choosing a great story.
- Authenticity and passionate purpose.
- The PREsence Model
- Presenting data and insights in a memorable and easily understandable way.
- Your own case studies.

THIS PROGRAM IS FOR YOU IF:

- You are a category, customer or commercial manager that needs help in effectively engaging internal and external stakeholders more effectively.
- You work with significant complexity and need effective tools and techniques in message simplification, increasing engagement and recall from your stakeholders.