



THE UNIVERSITY OF
SYDNEY

Business Storytelling Course: Presenting and Communicating with Impact

*Centre for
Continuing Education*

Business Storytelling Course: Presenting and Communicating with Impact



In a world of information overload, stories are the most powerful way to cut through the noise, inspire action, and connect deeply with others. This course will provide professionals with the tools and confidence to communicate with authenticity, clarity, and purpose through impactful storytelling.

Whether you're delivering a performance review, influencing change, pitching an idea, sharing team successes, or speaking at a company-wide event, storytelling helps you translate dry facts into memorable, motivational messages that resonate.



Course duration

1 session, 8 hours total



Time

9am - 5pm



Format

Face-to-face
or
Online in real-time



Dates

Browse available
[course dates](#)

Intended audience

Suitable for professionals in leadership, project management, client-facing, communications, HR, change, or business development roles—including emerging leaders—who want to:

- engage others more effectively
- communicate complex ideas with clarity
- build buy-in and trust
- influence outcomes without relying on authority.



Upon completion

Every participant receives a University of Sydney certificate of completion.



Outcomes

By the end of this course, you should be able to:

- more confidently stand in front of a room or camera and deliver a powerful, captivating message
- understand when, why and how to use story-telling in your daily communication
- structure stories in an effective way that gets your intended message across
- deliver stories in a captivating and impactful manner
- apply storytelling in real workplace scenarios including:
 - presentations and keynotes
 - team briefings and leadership communication
 - stakeholder engagement and change initiatives
 - client interactions and sales conversations
- build a storytelling mindset that enhances team culture and communication effectiveness.



Content

Why storytelling works in business

The neuroscience of emotion, attention, and influence

The business case for storytelling

How stories build trust, shift culture, and inspire teams

Practical story structures

Easy-to-use frameworks, including context–challenge–resolution–insight

Crafting a lesson story

Learning from setbacks to build credibility and growth culture

Influencing behaviour through storytelling

Real case examples to shift mindsets or correct course (e.g. customer dissatisfaction)

Vision stories for change leadership

Painting a compelling picture of the future to inspire alignment

Personal connection stories

Building rapport and human connection across all levels

Opening with impact

Techniques for starting strong and setting tone

Live practice and peer coaching

Small group practice with real-time feedback

Application & action planning

How and where to apply stories immediately in your role



“The course covered great topics, tools, and had a well-structured format. Coach Dale was highly competent and made the learning experience engaging and impactful.”

Iris Wang



Delivery style

Practical workshop including:

- real-world business case studies
- story crafting frameworks and exercises
- theory application (e.g. story arc, influence psychology)
- partner and small group activities
- facilitator-led storytelling demonstrations
- peer feedback and coaching.

Materials

Course materials, including a course booklet, are provided electronically.

Prerequisites

None



Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



THE UNIVERSITY OF
SYDNEY

We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

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