



THE UNIVERSITY OF  
SYDNEY

# Business Storytelling Course: Communicating with Impact

*Centre for  
Continuing Education*



# Business Storytelling Course: Communicating with Impact



In a hyper-connected world of information, fuelled by fake news and AI-generated content, stories can provide a powerful means to cut through and connect with your audience.

This course equips you with tools and techniques that will help you to communicate with confidence, clarity and authenticity using impactful storytelling across a range of professional contexts.

From informal daily communications to large, high-profile engagements, storytelling can be used to translate complex information or dry content into memorable, motivational messages that resonate.

We offer a practical framework for crafting and delivering purposeful stories aligned to strategic objectives and outcomes in your workplace.

## Intended audience



### Course duration

1 session, 8 hours total



### Time

9am - 5pm



### Format

Face-to-face  
or  
Online in real-time



### Dates

Browse available  
[course dates](#)

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:

- understand when, why and how to use storytelling 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
- stand in front of a room or camera and deliver a powerful, captivating message.



## Content

The course has been structured into four parts, starting with theory to help build understanding and awareness, and discerning when and how to use stories in professional contexts.

### **Part 1: Why storytelling works**

- How stories work and why they resonate with us
- Storytelling and business
- Communication and learning styles

### **Part 2: How to craft stories that resonate**

- When to use stories
- Pitching for the right audience
- Constructing a compelling narrative
- Developing an authentic storytelling approach

### **Part 3: Using stories in different scenarios**

- Building rapport and a personal connection
- Using lessons learned to establish credibility and foster growth
- Shifting mindsets and influencing change
- Bringing people together and inspiring alignment with a vision, mission or values

### **Part 4: Putting things into practice**

- Developing and applying storytelling techniques for opening presentations with impact



*“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**

Centre for Continuing Education  
+61 2 7255 1577

[cce.sydney.edu.au](http://cce.sydney.edu.au)

**Follow us**

 @ccesydney  
 @centreforcontinuingeducation  
 ccesydney