F-TOP INSTITUTE
Learning from the Best Performing Companies

Storytelling in HR

Live online session - Storytelling in HR (Module C) - 2 days

This course makes you answer, "how to present a problem and its impact?". This module is one out of 3 modules in our HR Accent on the Future program and can be taken independently or as part of the full program.

This course will enable participants to bring management on board for proposed initiatives based on data-driven and visually supported stories. How to sell the solution of a problem.

Insights from data can only be converted into business impact when managers actually take action. With so much pressure on managers already – how can you capture their interest and create ownership? How do you credibly answer critical questions? The answer lies in clear and convincing stories, told with confidence and directly linked to financial impact using business cases. Stories must be supported by visualizations – not ones that showcase the most extravagant

graph types but preferably ones that highlight findings and engage the audience. As a result, HR and managers agree on joint action that drives relevant results for the business.

What's the content?

Each of the 3 modules has its own agenda, value and main purpose and can be taken all together or individually when needed. To achieve the full value we recommend to attend all 3 modules over a shorter period of 3-4 months.

Each module consists of input, toolbox company cases and group work. In each group work there will be one of our coaches ready to guide the group of 2-3 participants while working.

	Module A Working data driven	Module B Putting a price tag on a problem	Module C Storytelling in HR
Will understand Skilled HR	How to **read and interpret** data & patterns, asking the right questions	How to quantify and explain **business impact**	**Storytelling** and how to apply it in the business context
Will leverage /use Resourceful HR	Existing **HR system**, data + (possibly) dashboard	Existing **reports, patterns** and issues	Existing **reports** + **dashboard** + **business cases**
Will achieve Impactful HR	**Identifying patterns and issues / drawing <u>conclusions</u> based on data**	**Calculating financial impact, <u>prioritisation</u> + decisions**	**Management buy-in and <u>action</u>**

This module consists of "how to" input, toolboxes and case work done in small group sessions. During the group work there will be one of our coaches ready to guide you when needed. Finally, you will work individually on your specific company case with a one-to-one coaching at the end. The modules are performed as line online courses and are kept short but efficient - to allow it to fit into your working agenda.

Structure per Module

Just for illustration purposes

Mo.	Di.	Mi.	Do.	Fr.
7. Feb	8	9	10	11
	8:30 – 12:30 Module C Understand		8:30 – 12:30 Module C Work	
14	15	16	17	18
		8:30 – 12:30 Module C Experience		**1:1 Coaching when you're ready**

What's in it for me?

— Differentiate between when and when not to apply data driven storytelling
— Consider key characteristics of your audience when designing the message
— Filter "the" message from the multitude of data, analysis results and findings
— Identify suitable visuals to underline the "big idea" of your message
— Craft the right dramaturgy ("narrative arc") for your databased communication
— Choose terms & wording wisely when presenting to a (culturally or otherwise) diverse audience
— Leverage data visualization and results of business cases in your storytelling
— Differentiate between what makes a good chart for data exploration vs a good chart for bringing your message to an audience
— Apply the principle of "less is more" in your messages and visualizations (avoid clutter)
— Set up a clear and concise call to action that includes all important elements (success measures, timelines, accountability...)
— Learn how to capture the attention of your audience
— Consciously distinguish between presentations meant for live presentations versus the ones intended for stand-alone delivery (e.g., ppt file sent by email)
— Prepare your own company case around a real topic/issue supported by one-to-one coaching
— Enjoy a safe learning environment - small groups, individual coaching and a hands-on approach
— Overall: grow competence and confidence of telling an impactful data-driven story

Coaching & sparring

There will be plenty of coaching resources while building your skills working on specific anonymized cases from companies around the world. In each module you will immediately get guidance and feedback from peers working with you in small groups and from our experienced trainers and facilitators.

Furthermore, our one-to-one coaching on your personal company case will ensure that you bring immediate value to yourself and for your company. Via the intensive coaching for tangible results, we raise your confidence of working data-driven and accelerate the ability to apply this in practice.

Days

<u>February</u>

8th February 2022 12:30 – 16.30

10th February 2022 12:30 – 16.30

14th February 2022 12:30 – 16.30

Prepare your own company case - 2 hours

Personal coaching on company case - 1 hour tbd

<u>Or March</u>

1st March 2022 12:30 – 16.30

 3rd March 2022 12:30 – 16.30

10th March 2022 12:30 – 16.30

Prepare your own company case - 2 hours

Personal coaching on company case - 1 hour tbd

<u>Or April</u>

4th April 2022 10.00 – 14.00

6th April 2022 10.00 – 14.00

8th April 2022 10.00 – 14.00

Prepare your own company case - 2 hours

Personal coaching on company case - 1 hour tbd

Price

EUR 2.475,00

Participants & profile

No matter if your current role is working in HR as executive, manager, business partner, HR professional, HR generalist, HR specialist, HR expert, COE professional, data analyst, recruiter, talent manager or service professional you will benefit from participating.

Tutors & experience

Our courses are facilitated by international trainers and coaches with proven impact in HR, coaching, management consulting and blended learning.