

Storytelling for Impact



AT A GLANCE

The role of insights is facing a fundamental shift. Once focused on data acquisition, the remit of researchers has expanded to curating and humanizing that data and effectively communicating with stakeholders to **drive business decisions**.

Storytelling enables teams to produce data-driven business stories that are based on fact and energized by feeling to create momentum for action. Understanding the importance and role of storytelling, however, is not a guarantee to effective implementation.

Ipsos' Storytelling Training Session offers your insights teams a first-hand learning experience, guiding them through converting deliverables and communications into narratives that foster strategic growth.

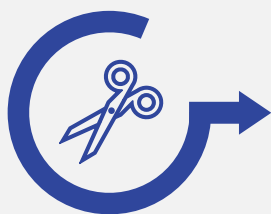
Do any of these challenges sound familiar?

- How do I add value to my reports and drive action for stakeholders?
- How do I help my team build communications that cater to different viewpoint needs?
- How can I structure communications to drive emotional investment and action?
- How do I ensure that the voice of my end consumers are always included in deliverables?

Ipsos' Storytelling Training Session helps teams tell stories that inspire **empathy and action** across your organization.

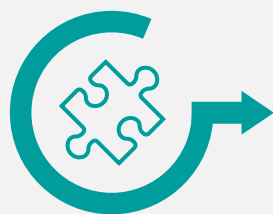
The Ipsos Storytelling Approach

In our hands-on workshop, we'll guide your team members through applying dynamic frameworks to data and insights. Participants will walk away with tools and skills to create and deliver compelling insight stories.



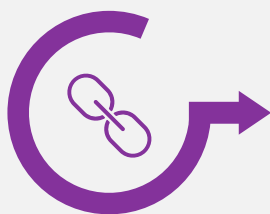
Simplification

Pare down relevant data to reveal the simple truth. Provides a structure for creating a compelling narrative using storytelling principles.



Personalization

Curates training materials and story case studies to the client's business and real-life deliverables.



Connection

Using the story arc, participants bridge insights and business implications together in a memorable way.



Pressure Testing

Within a structured learning environment, participants workshop the storytelling principles and refine their storytelling skills.



Activation

Participants are armed with the tools and ability to share future stories with key stakeholders in a dynamic and insightful way.

For more information please contact:

Stephanie Bannos-Ryback
Stephanie.Bannos@ipsos.com



Click to connect

MORE ABOUT

Storytelling Training

How We Do It

No matter the needed configuration, Ipsos is prepared to transform teams into insight champions. We offer virtual, in-person and hybrid training plans.

Step 1: Set the Stage for a Successful Training

Self Assessment: To best tailor our training to your team, Ipsos' Storytelling leaders will send out a self-assessment to determine your team's current capabilities, learning needs, frustrations and challenges.

- **Team Challenge:** Participants will be grouped by division and tasked with identifying a business challenge.

Step 2: Understanding Storytelling

- **Why Storytelling:** The first step is acknowledging that data alone is not enough
- **Know Your Audience:** How to identify and build stories around your target audience
- **4 Core Principles of Storytelling**
- **Structuring a Story:** Unraveling the Pyramid Principle / Story Arc and how it applies to telling insight stories

Step 3: Stories in Action

- **Build the Story:** Groups will be assigned to build a 7-minute story using the principles from the training
- **Refine the Story:** Groups will get guidance from Ipsos experts before presenting their story
- **Tell the Story:** Groups will share their stories, gathering feedback from the broader group
- **Reflect:** How to keep the momentum going



"This is the best presentation I've seen so far – the team is fully aware and aligned on what they need to do. That's because it's a story, it's incredibly actionable, and it's broken down into sections that resonate with how we think of our business."

Transform Your Team into Insight Champions



What does this cost?

The investment ranges from \$20-\$30K for up to 20 participants, tailored to your business needs



How is the training conducted?

The Ipsos team can support in-person, virtual or hybrid sessions. Lesson plans range from a one-day deep dive to multiple sessions spread over 2-4 days.



What materials are used for the training?

The training can focus on the transformation of internal deliverables or leverage tried & true case studies for illustration.



Who can participate?

Participants can be solely internal team members or a combination of internal / Ipsos stakeholders.

Ipsos is one of the world's leading market research companies, operating in 90 markets and employing 18,000 people. Our passionately curious research professionals, analysts, and scientists have built unique multi specialist capabilities that provide true understanding and powerful insights into the actions, opinions, and motivations of citizens, consumers, patients, customers, or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

For more information
please contact:

Stephanie Bannos-Ryback
Stephanie.Bannos@ipsos.com

GAME CHANGERS

