

# UNTIL FINALLY™

strategic business storytelling

David Hutchens

THE ULTIMATE TOOL FOR  
COMMUNICATORS AND LEADERS





# David Hutchens

## Award-winning T&D Practitioner

- T&D's Training Product of the Year
- ASTD's Excellence in Practice Award
- Brandon Hall Gold Award



**UNTIL FINALLY™** is a experiential instructor-led program developed in collaboration with **DAVID HUTCHENS**, an international authority on Storytelling and its application in business and leadership.

This program will show how to **FIND, COLLECT, CRAFT,** and **TELL** authentic stories to enhance your ability to...

- Impress, build trust, and connect with others
- Influence stakeholders, co-workers, and customers
- Communicate corporate values, vision and strategy
- Lead by inspiring and motivating others
- Teach and coach for performance breakthroughs

*Not just good, but profoundly good. Hutchens gave me a new way to think, which is rare.*

*By applying what I learned in the program, I connect, influence, and coach others better than before.*

*I "rediscovered" the power of storytelling a few years ago; I wish I could learn this powerful tool earlier in my career.*

*Instead of giving my millennial colleagues instructions and feedbacks, I tell a story to inspire actions.*

*The program was so much fun! I have a handful of stories to tell when I'm back to my office. Thx!*



Story Circle



Story Spine



Fun Games



Storyboarding



Practice & Feedback



# >> LEAD WITH A STORY <<

## 6 AMAZING BENEFITS OF STORYTELLING...

### KNOWLEDGE CREATION / TRANSFER

Experience is the best teacher and a compelling story is a close second. A well-crafted story makes meanings, teaches concepts and skills, inspires actions and boosts performance.

### EXECUTION

Stories are "sticky". It is 22 times more memorable than facts alone. We do what we remember!

### TRUST / RAPPORT BUILDING

Sharing personal stories fosters empathy and resonance; Research has shown that storytelling makes leaders more charismatic, adorable and trustworthy.

### INFLUENCE / CHANGE MANAGEMENT

Storytelling is way better than giving instructions, which weakens autonomy and motivation to perform. It is also better than delivering feedbacks, which implies judgment and hierarchy. An authentic story changes minds and inspires actions in a "non-abrasive" manner.

### ENGAGEMENT

Marketers build brands and fan base with stories! Stories engage people emotionally and unite people around ideas.

### ALIGNMENT

Stories foster deeper understanding of difficult and abstract concepts.. Great leaders know how to communicate corporate value, vision and strategy with stories.

*You are in good company...*

**INSEAD**

The Business School  
for the World®

**accenture**

**ebay**

**Walmart**

**IBM**

**PayPal**



**Coca-Cola**



### **Delivery Options:**

- Standard 1-day program
- For customization, please discuss with our **Until Finally Certified Trainers**

### **Features:**

- Highly experiential (80% practice) and so much fun!!!
- Easy-to-use templates to make finding, collecting, crafting, and telling business stories both fun and engaging

**STORYTELLING = YOUR NEW COMEPETITIVE EDGE ! >>>>>>**



Program  
Participant Kit