Business Storytelling and Persuasive Pitch Design Training Course

7 – 11 June 2027
Addis Ababa

AGILE LEADERS
Training Center

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Ref: 1644_221472 **Date:** 7 – 11 June 2027 **Location:** Addis Ababa **Fees:** 4500 Euro

Overview

Business Storytelling and Persuasive Pitch Design Training Course is a one-week practical programme for professionals who must turn complex ideas, proposals, evidence, and recommendations into clear decision-focused narratives. Participants develop a Persuasive Business Pitch Pack containing an audience brief, message architecture, evidence map, story bank, visual sequence, delivery plan, and response strategy. The course distinguishes ethical influence from manipulation and addresses attribution, confidentiality, evidence limits, and responsible use of emotion. Agile Leaders Training Center develops communication capability through structured practice and feedback.

Who Should Attend

- Leaders and managers presenting proposals or change initiatives
- Consultants converting analysis into client recommendations
- Sales and business-development professionals preparing value pitches
- Project, product, and programme managers seeking decisions or resources
- Technical specialists explaining complex evidence to non-specialists
- Presenters responsible for executive briefings and stakeholder engagement

Learning Objectives

- Define the audience, decision, resistance, and intended action for a pitch
- Reduce complex material to a defensible core message
- Select and structure stories that serve the business point
- Connect claims with credible evidence and acknowledge limitations
- Design an opening, narrative progression, visual sequence, and call to action
- Deliver with controlled pace, voice, presence, and audience interaction
- Prepare for questions, objections, and alternative perspectives
- Rehearse, test, and improve a complete persuasive business pitch

Course Agenda

Day 1: Audience, Decision, and Persuasive Purpose

- Decision Context and Stakeholder Map
- Audience Needs, Beliefs, and Constraints
- Influence Goal and Observable Action
- Core Message and One-Sentence Test
- Ethical Boundaries of Persuasion

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Day 2: Evidence and Message Architecture

- Claim, Evidence, Reasoning, and Implication
- Source Credibility and Attribution
- Competing Perspectives and Objections
- Message Hierarchy and Supporting Points
- Evidence Map and Content Selection

Day 3: Story Selection and Narrative Design

- Business Story Types and Use Cases
- Context, Tension, Choice, and Consequence
- Character, Stake, Detail, and Relevance
- Opening, Transition, Loop-Back, and Close
- Story Bank and Confidentiality Check

Day 4: Pitch Structure and Visual Sequence

- Problem, Opportunity, Recommendation, and Value
- Audience Journey from Current to Desired State
- Slide Purpose and Visual Evidence
- Call to Action, Commitment, and Next Step
- Pitch Script, Timing, and Delivery Cues

Day 5: Delivery, Objections, and Iteration

- Voice, Pace, Pause, and Emphasis
- Presence, Movement, and Audience Contact
- Question Framing and Objection Response
- Timed Rehearsal and Peer Feedback
- Capstone Delivery and Improvement Plan

Practical Exercises

- Diagnose an executive audience and define the required decision
- Convert a data-heavy recommendation into a message hierarchy
- Build a short story that illustrates a business point without overstating evidence
- Redesign a weak pitch opening and call to action
- Rehearse responses to sceptical questions and competing priorities
- Deliver a timed pitch and revise it from observed feedback

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Course Outputs

- Audience and Decision Brief
- Core Message and Evidence Map
- Business Story Bank
- Pitch Narrative and Visual Sequence
- Objection and Response Matrix
- Delivery Rehearsal Scorecard
- Persuasive Business Pitch Pack

FAQs

Is this a general public-speaking course?

No. The course focuses on business decisions, proposals, recommendations, and professional pitches, while delivery practice supports that purpose.

Do participants need an existing presentation?

No. They may develop a pitch from a supplied case, although bringing a real non-confidential proposal can make the practice more directly relevant.

Does storytelling replace evidence?

No. Stories clarify meaning and consequence; claims still require appropriate evidence, attribution, and acknowledgment of uncertainty.

Are slide-design tools taught?

The course covers slide purpose, visual sequence, and evidence presentation, but it is not software training for a specific presentation platform.

What is the final assessment?

Participants deliver a timed business pitch, respond to questions, receive structured feedback, and record an improvement plan.