

# INNOVATION STORYTELLING TRAINING—VIRTUAL **NEW**

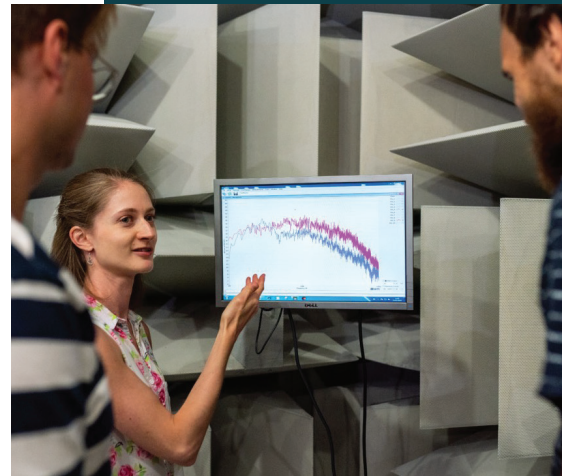
Ineffective storytelling can slow innovation, disenchant investors, demoralize innovators, reduce their credibility, lose the brand customers and increase missed opportunities. Innovation storytelling is an evidence-based art that is central to the success of innovators.

## WHAT PARTICIPANTS WILL GAIN

- An understanding of the techniques, drivers, and value of innovation storytelling
- Ability to experiment with storytelling throughout the innovation process
- Glean story-crafting strategies celebrated by 100 innovation leaders
- Gain 30+ validated innovation storytelling tools and templates
- Discover 25+ epic examples of innovation storytelling from enterprises and startups

## LEARNING OBJECTIVES

- Accelerate innovation by using storytelling to increase buy-in, improve collaboration, and rally teams and resources
- Refine and elevate ideas, insights, and solutions through clear, effective storytelling
- Learn more rapidly from failure by improving the way teams storytell about decisions, pivots, and lessons learned
- Promote enterprise-wide innovation through narratives that align with your organization's innovation vision
- Strengthen innovation storytelling skills by leveraging tools within the Innovation Storytelling Toolkit



## BENEFITS AT ALL LEVELS

- **Innovators** are more motivated to innovate because their ideas are clearly conveyed.
- **Teams** build strong ideas faster, gain rapid buy-in, and collaborate more effectively.
- **Leaders** hear clear, aligned innovation ideas and build innovation credibility.
- **Brands** elevate their innovation presence and persona—while empowering employees to refine & elevate ideas, insights, and solutions.

## WHO SHOULD TAKE THIS TRAINING?

- Innovation managers, leaders, and team members
- Researchers, engineers, technical, R&D, clinicians, scientists,
- Executive leaders, startup founders, and economic development leaders
- Marketing & communications professionals at innovative companies

FOR MORE INFORMATION:

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