



Storytelling Workshops for City Tourism, Events and Meetings Organization

A major, urban destination and events organization wanted its sales force to up its presentation game. At the same time, they wanted everyone in the organization—from finance through administrative support—to be telling a consistent story about the organization and the destination itself.

We developed a Storytelling for Business Workshop for the organization, which taught the participants how to create a strategic business story. We coached them through story development that focused on different aspects of the City and helped them integrate those stories into their presentations. Finally, we coached them on how to deliver a more effective story about their destination.

We originally anticipated that half of the organization would enroll—instead, we ended up with a 95% enrollment rate and a 98% approval rating.