

DELIVERING GREAT CLIENT STORIES

LENGTH

2 Hours

CERTIFICATION

FORMAT

Live

You need colorful, punchy examples of your firm's capabilities to capture your client's imagination.

In this module, participants will create a Client Story script using the SAGE Client Story Framework, and will practice refining both their script and delivery in a series of rapid peer-review cycles. They will then present their Client Story to their peers and facilitator for final feedback on content and delivery style.

LEARNING OBJECTIVES

After taking this course, you should be able to:

- Clearly communicate a client example or product use-case
- Confidently deliver your example by applying the SAGE Client Story Framework

COURSE OUTLINE

The SAGE Client Story Framework

- The importance of examples and use-cases
- How to distinguish a good story from a bad story
- The SAGE Client Story Framework: Scenario, Characters, Problem, Solution, Outcome

Scripting Your Story

- Writing your own example or use-case script using the SAGE Client Story Framework
- Rehearsal and feedback

Peer Review & Iteration

- 2-3 cycles of one-on-one delivery, peer review and script editing
- One-on-one review and feedback with instructor
- Group-wide presentation

Assignments &

Follow-Up

- Final Client Story video submission
- Feedback scorecard and notes provided by instructor