

# Drive Innovation with Storytelling

Companies know that innovation is key to their success; growing the top line is critical. Yet, they often struggle in the early stages of innovation because choosing which resources to utilize is difficult.

Leaders have discovered the power of storytelling helps communicate and inspire ideas. Learn how it can be used as a tool to connect strategy with products and services.

In this workshop, participants will use stories to better understand customer behavior and describe and test what their customers value. In addition, these stories will bring them more input and buy-in from their teams.

This interactive workshop will teach participants how to create a set of stories that will help them make better choices and drive innovation.



## Workshop Focus:

- The natural power of storytelling
- How to create three stories to help guide innovation
- Using and evolving those stories

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