

THE HUMPHREY/ GROUP



The Power of Stories™



A Signature Learning Experience

In The Power of Stories™, participants will learn how to use storytelling to engage emotions, build trust, and deliver powerful messages. They'll leave with the confidence and tools to craft compelling narratives that inspire and drive impact in their daily work.



Key Learning Outcomes

In this Signature Learning Experience, participants receive the knowledge and tools to...

- Craft stories that engage emotions and make messages more memorable and impactful.
- Use stories to build trust, strengthen connections, and boost influence.
- Master the 5 key elements of an effective story using the STORY framework.
- Apply the STORY framework to structure stories that build clarity and engagement with any audience.
- Identify everyday moments to use storytelling to strengthen communication and leadership impact.
- Build a library of go-to stories that convey values, lessons, and goals.
- Hone delivery techniques—gestures, voice, and pauses—to captivate and inspire.



Participant Profile

The Power of Stories™ is ideal for leaders who need to improve their ability to...

- Foster trust and strengthen connections with others.
- Align teams around a common goal or shared purpose.
- Motivate and inspire action.
- Improve team engagement and loyalty.



This course was amazing and one of the few programs where I saw value added and specific concrete tools to help me share my ideas and stories with others. The instructor made the class interactive and I feel ready to tell stories in my day-to-day life.

— Diego, Business Development Executive, Transportation Industry



Program Modules

/ The Story Effect

Discover the transformative power of storytelling as a leadership tool. Learn how stories engage emotions, build trust, and create lasting connections that inspire and influence others.

/ The Simple STORY Framework

Unlock the secret to crafting impactful stories with a simple, actionable framework. Master the art of structured storytelling to make your messages clear, compelling, and unforgettable.

/ Storytelling Moments

Find inspiration in everyday moments and turn them into stories that captivate and connect. Explore how to recognize storytelling opportunities and use them to communicate values and create meaning.

/ Mastering the Storytelling GAP

Elevate your storytelling delivery with powerful gestures, vocal articulation, and well-timed pauses. Learn how to captivate your audience and leave a lasting impression with dynamic presentation techniques.

/ Sustainment

Upon completing the program, receive 30-days access to our full digital resource library. This enables you to revisit key concepts from the program while also exploring content from our entire suite of offerings. With access to a range of insights and tools, you can reinforce your learning and explore new, complementary skills.






SPARK Your Learning with Tailored Program Add-ons

We make it easy to tailor our programs to your specific needs with our extensive library of add-on modules.





Choose Your Delivery Method

	Virtual	In-Person
 Timing	4, 1.5 hour live online sessions	2, 7 hour days
 Self-Directed Learning	Online prework prior to each virtual session	Access to program materials prior to the session
 Instructor-Led Sessions	Live virtual facilitation led by The Humphrey Group	Facilitation led by The Humphrey Group
 Coaching	30 minutes of 1:1 coaching	1:1 coaching in a group setting
 Sustainment	30 day access to our digital resource library	30 day access to our digital resource library

*Hybrid delivery and licensing options are available

Trusted by Top Organizations of All Sizes.



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Fairview

Equitable
Bank

CBRE

PHILIPS

BLACKROCK

Ontario
Trucking
Association

SUNCOR
ENERGY

FIRST
Commonwealth Bank.

The Humphrey Group Difference

- More than 35 years of experience
- Interactive, hands-on learning
- Feedback-rich development
- Flexible delivery options
- Access to self-directed sustainment
- Seamless experience through digital learning platform
- **An approach** that combines mindset + toolset to develop exceptional leadership communication skills



About The Humphrey Group

We are the Leadership Communication Experts

Our singular focus on leadership communication guarantees a depth of expertise unmatched in the market. For over 35 years, The Humphrey Group has developed leaders to be better, more inspiring communicators, increasing their ability to drive action, build trust, and create alignment across the organization. We are passionate about our purpose to teach and promote inspiring communication. When you're inspired, you inspire others, and the outcome is greater engagement, stronger results and enduring organizational success.

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