

# STORYTELLING WITH CONFIDENCE

**Communicating with  
Impact as a Project  
Manager**

October 11, 2022  
Bianca Welds



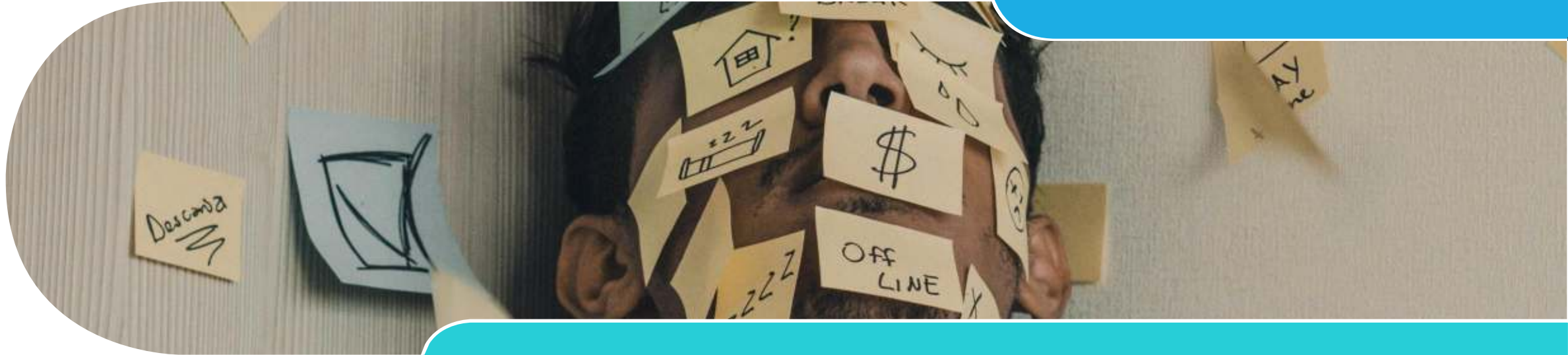


# AGENDA

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- **Challenges of Project Communications**
- **Why Tell Stories?**
- **Telling a Good Story**
- **Building Your Confidence in Storytelling**

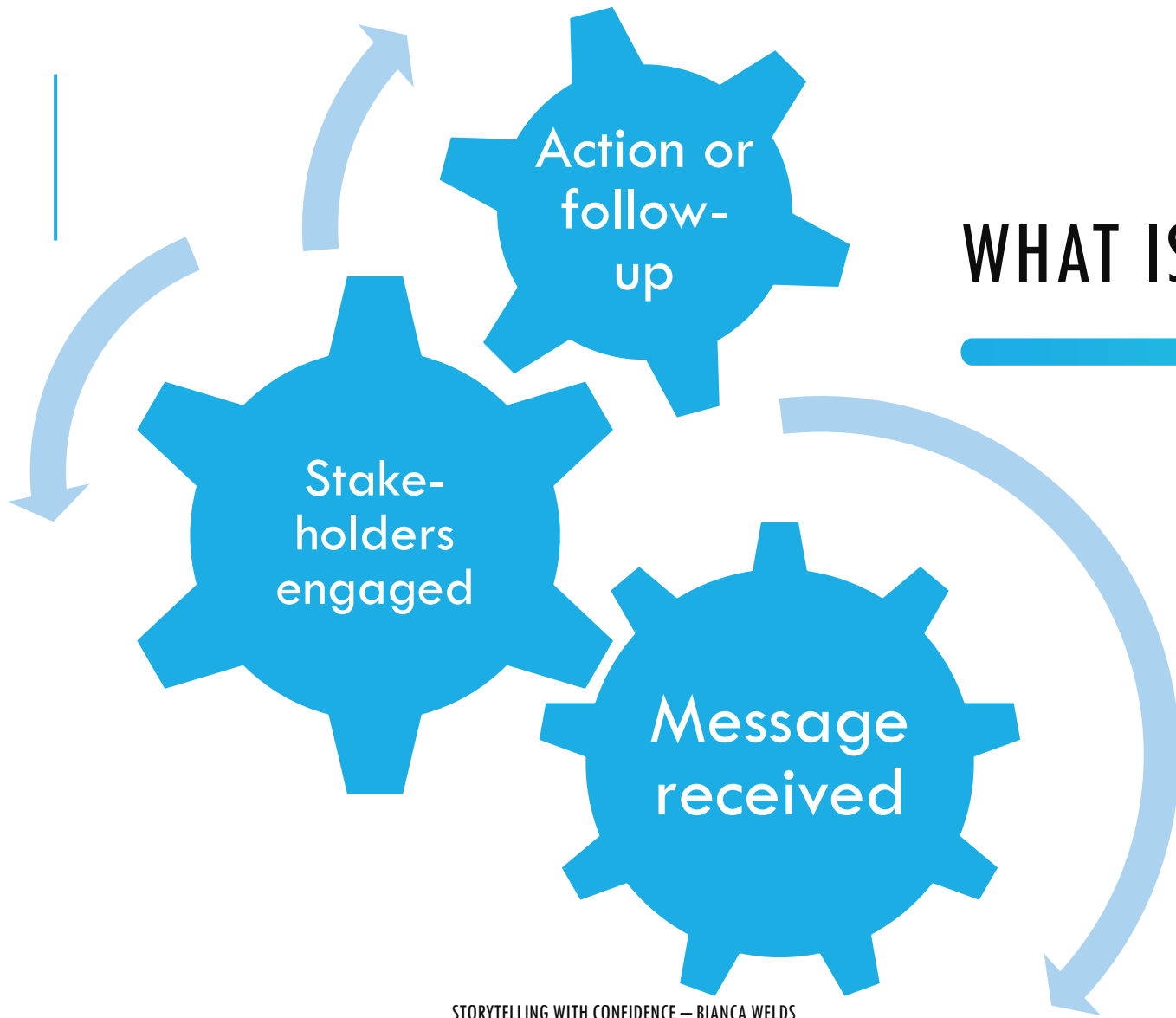
# CHALLENGES OF PROJECT COMMUNICATIONS



# EFFECTIVE COMMUNICATIONS

*“...the information is provided in the right format, at the right time, to the right audience, and with the right impact.”*

PMBOK® Guide – 6<sup>th</sup> Edition



## WHAT IS “RIGHT IMPACT”?

**Specific impact depends on purpose of communication**

# WHY TELL STORIES?



# STORYTELLING IS FUNDAMENTALLY HUMAN

**1. To help us understand the world.**

Stories are recognizable patterns, and in those patterns we find meaning to make sense of the world

**2. To help us explain the world to others**

Stories are used to share our understanding of the world with others, share experiences and values

**3. To shape and promote a worldview.**

Stories are used to persuade by asking others to see the event or characters through our own lens

# WHY STORIES IN PROJECT COMMUNICATIONS?

## **INFORM/TEACH:**

Explain the result of a series of actions or decisions and aid in decision-making

## **COACH & BUILD TEAM MORALE:**

Catalyst for troubleshooting and overcoming obstacles to motivate team to consider alternatives

## **PERSUADE:**

Establish buy-in when pitching new projects or trying to win over stakeholders

## **UNITE:**

Bring people together, bridge differences, and build relationships

(Taken from *Storytelling Series* by Sabrina Adewumi, PMP)



# WHY STORIES IN PROJECT COMMUNICATIONS?

## **INSPIRE OR CALL TO ACTION:**

Motivate audience to take action, and help to establish identity and purpose

## **SYNCHRONIZE:**

Bring all the minds together to similar line of thinking

## **ENTERTAIN:**

Break from project discussion and keep things light

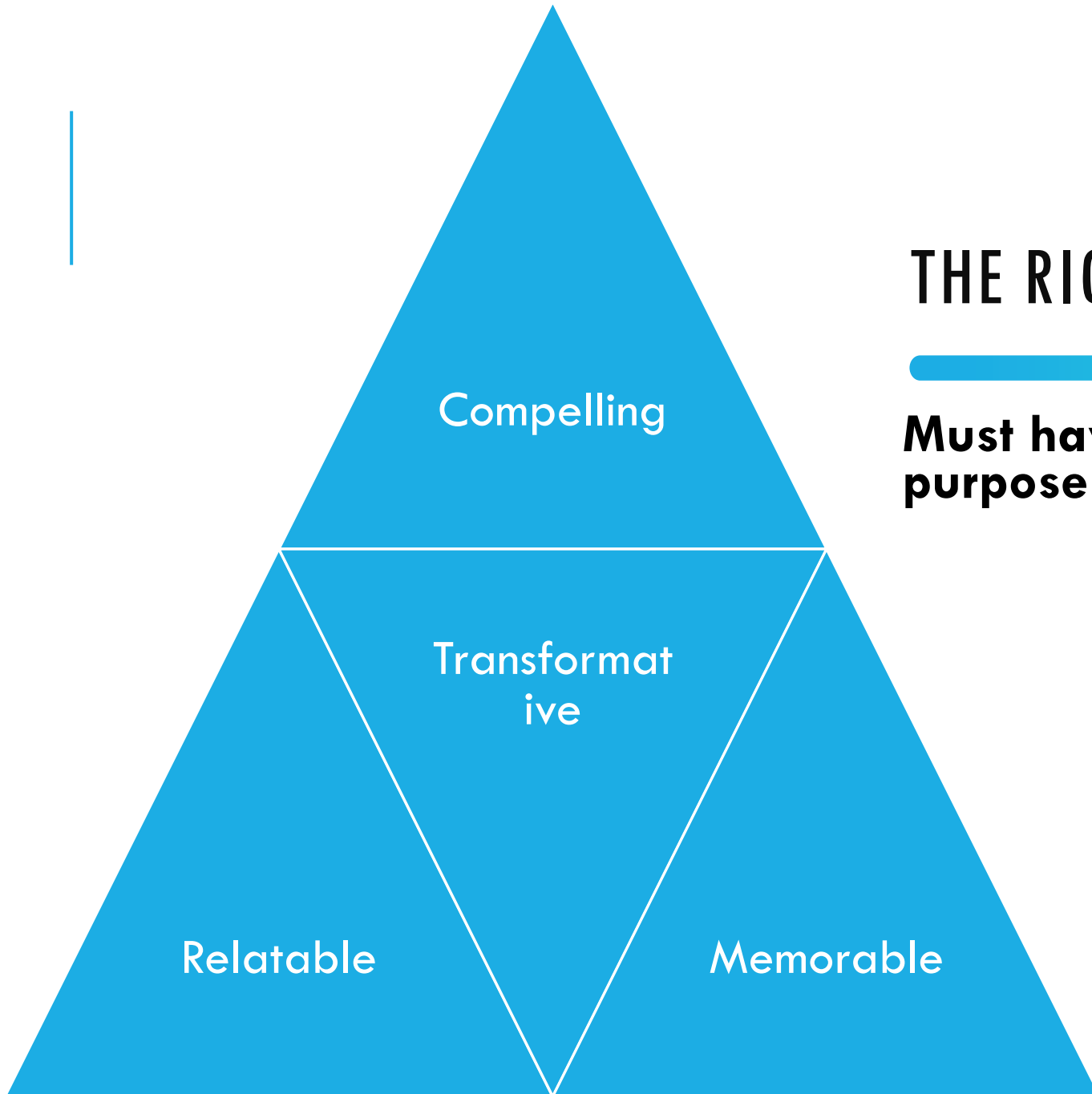
(Taken from *Storytelling Series* by Sabrina Adewumi, PMP)

# TELLING A GOOD STORY



# WHAT IS A “GOOD STORY”?

*THE RIGHT STORY  
DELIVERED THE RIGHT WAY  
AT THE RIGHT TIME  
TO THE RIGHT AUDIENCE*

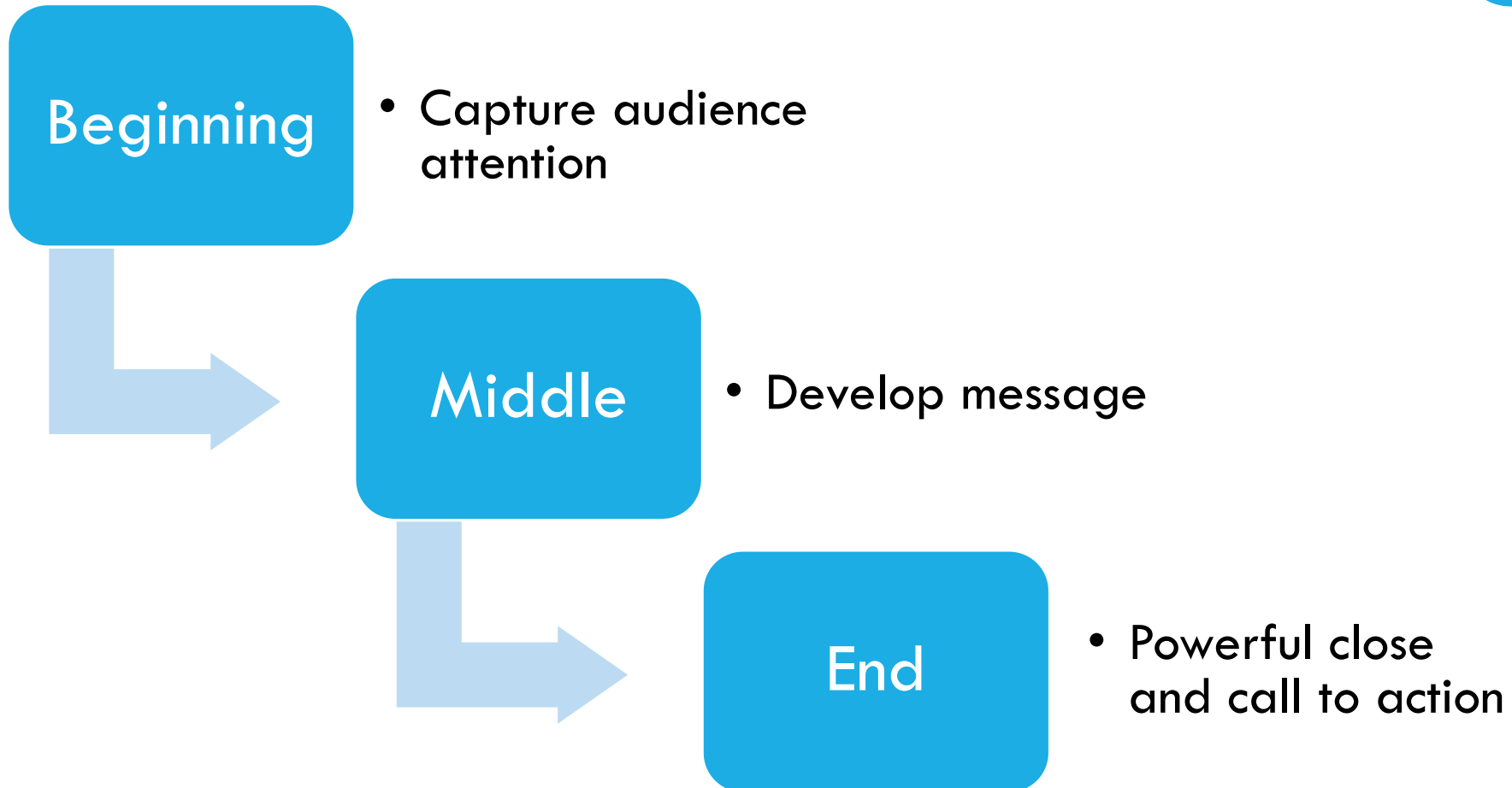


## THE RIGHT STORY

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**Must have a point related to the purpose of your communication**

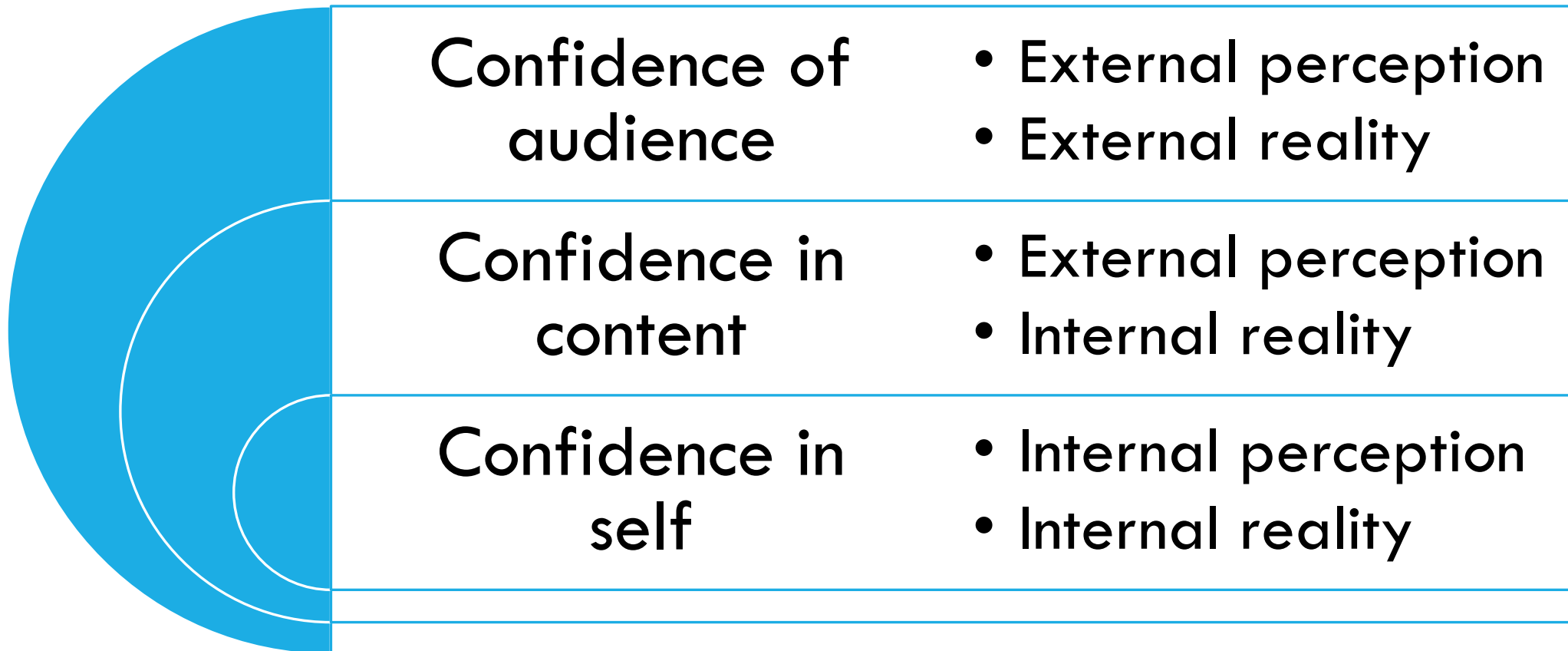
# STORY STRUCTURE



# BUILDING YOUR CONFIDENCE IN STORYTELLING



# LAYERS OF CONFIDENCE





# CONFIDENCE OF AUDIENCE

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**Know your audience, the setting and the occasion**

**Own the space from start to finish**

**Strong delivery**



# CONFIDENCE IN CONTENT

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**Speak from what you know**

**Be clear on how story  
achieves purpose**

**Be authentic**





# CONFIDENCE IN SELF

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**Stay in character**

**Mindset not skillset**

**Practice in safe space**

# THANK YOU!

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