

Elevate Q: Empowering Leaders for the Future

Session #13: Influence and Storytelling

April 1, 2025



Levels and Skills

	Self Awareness	Building Relationships	Business Accumen	Organizational Strategy
Level 5	High	High	High	High
Level 4	High	High	High	Medium
Level 3	High	High	High	Medium
Level 2	Medium	Medium	Medium	Low
Level 1	Medium	Low	N/A	N/A

Learning Objectives

1

Understand how storytelling is a powerful tool for influence.

2

Understand how to utilize storytelling when proposing a new initiative.

3

Identify additional tips for building your influence within your teams.

Activity: What words
describe someone who is
great at influencing others?



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Influence derives from:

Integrity

Transparency

Empathy

- Great leaders use storytelling not to just share information, but to inspire action—turning data into a narrative that moves senior management from awareness to commitment.



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Influence through Storytelling

Integrity

- Stories about past decisions and successes show leaders as authentic and accountable.
- Sharing organizational values through stories reinforces ethical leadership

Transparency

- Data alone does not inspire action- stories bring meaning to numbers to make complex strategies understandable.
- Leaders who use storytelling to explain the "why" behind decisions create clarity and alignment.

Empathy

- Stories make leadership personal and relatable (people respond to emotion over logic)
- When leaders share real challenges and success they build deeper relationships and motivation.

4 Stories you should be telling



Who we are stories

- What does it mean to be us?
- Purpose-driven leadership
 - New Hire Onboarding
 - Team Meetings
 - Quarterly check-ins

Where we are going stories

- What are we doing 5 years down the road?
- Innovation
 - Kick-Off Meetings
 - Strategy Discussions

4 Stories you should be telling



Stories about our values

- How are we living them here?
 - Rewards and Recognition
 - Daily Interactions

Stories about change and innovation

- New skills or behaviors we learned
- Failures we learned from.
 - Implementing a new change.
 - Introducing a new process.

Storytelling to Influence Decision Makers: Do your homework



Understand the business benefits.

How does it connect to organizations goals?
Do you have data to support your proposal?



Understand the internal climate

Budget cuts?
Market shifts?



Know your audience.

What is important to them?
What info will they want/need to make a decision?

Build your story

11

Start with the Why

- Provocative question
- Surprising Fact
- Wow Factor

Set the Stage

- Current situation and what will happen if not addressed.

Present the opportunity

- Use data to support
- Show how it aligns with goals

Leverage visuals

- Charts
- Animations

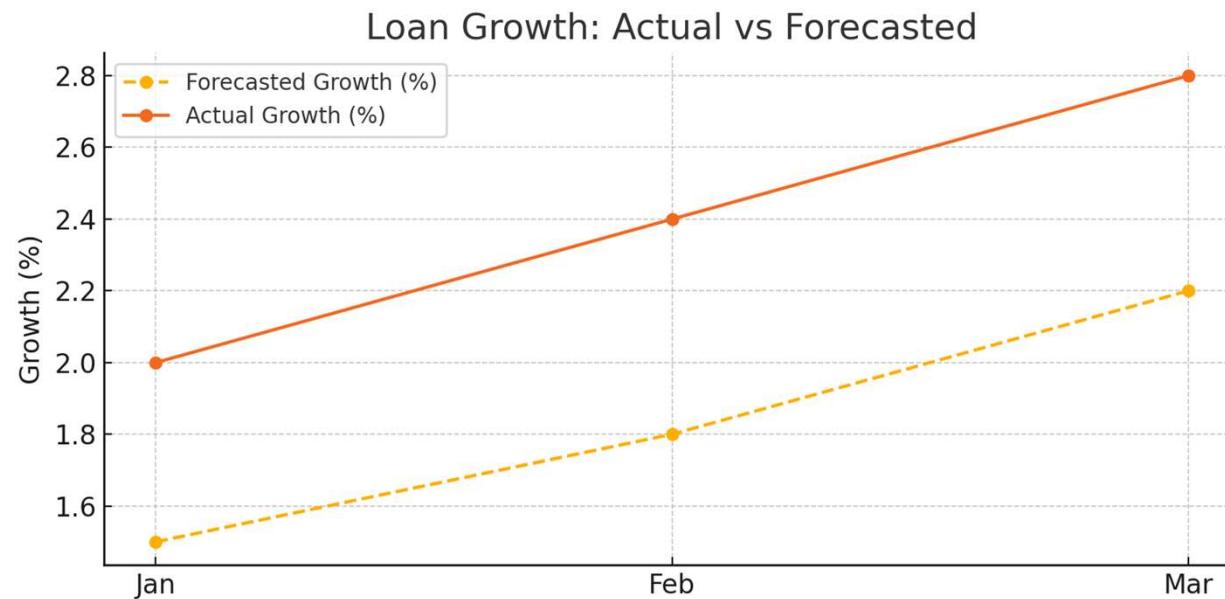
Us vs Problem Mentality

Conclude with Action

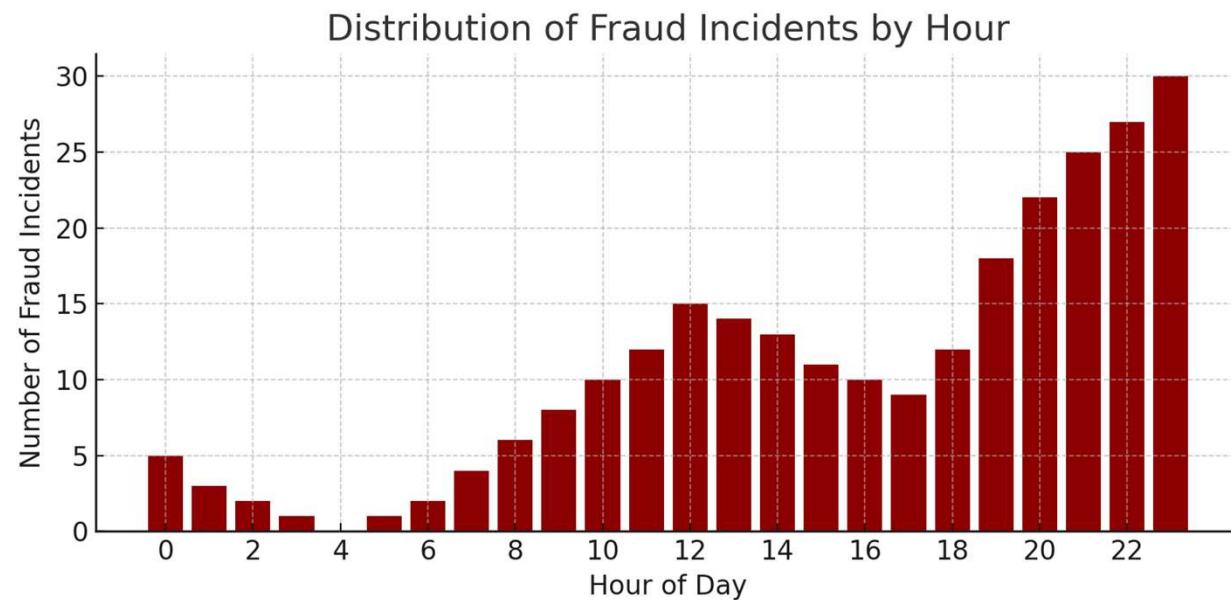
- Plan of Action and timeline.
- Welcome Questions

Let's apply targeted outreach to HELOC's

Loan Growth beat expectations in Q1 due to strategic campaigns such as targeted outreach. There was a loan growth of 7.2% which exceeded forecasts.



Let's enhance our fraud detection after hours



73% of fraud occurs between 7 PM and 7 AM.



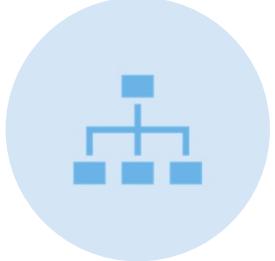
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Activity: Convince the Stakeholder



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Tools to build influence among your team



Delegate the what, why and outcome but let them come up with the how.



Be crystal clear about expectations and deadlines and ask them how they plan to execute.



Use the brainstorming tools we discussed for critical thinking.



Don't fix problems empathize and ask them to come up with a solution.

- Influence within your team is a balance of empowerment and guidance- lifting others to reach their potential while providing direction to help them succeed.



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Activity: What would have the greatest immediate impact for you?

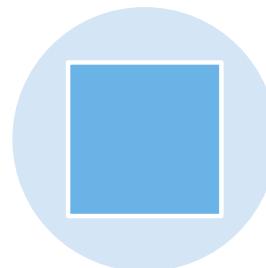
Poll in the Chat



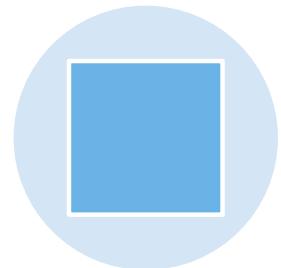
Tools to build influence outside your team



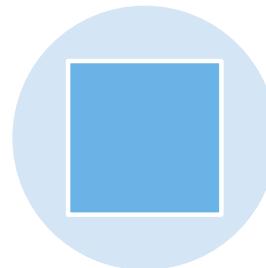
See a problem? Act like an owner.



Create Moments of Delight



Create a Network!



Promote Yourself and Your Team.

Activity: Take the Influence Assessment



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Resources

- Self-Serve Resources on website:

Building Relationships

Erin Samson
Corporate Learning and Development Associate

- ▼ Empathy
- ▼ Collaboration
- ▼ Empowerment
- ^ Influence

Influence Assessment

AUDIO BOOK SUMMARY

BECOMING AN IMPACTFUL AND INFLUENTIAL LEADER

STORYTELLING WITH DATA

Book Summary - Storytelling with Data - Cole Knaflic - Readingographics

Making requests that are taken seriously - Nano Tips for Influencing Those More Senior Than You