



AM 201 – Telling the Story of Asset Management

Overview

Asset management is a complex field that requires effective communication to ensure success. In today's world, where attention spans are short and budgets are tight, crafting compelling narratives has become more critical than ever.

AM 201 is designed to help you harness the power of storytelling to achieve your goals. Through practical exercises, you will learn how to craft an elevator pitch that succinctly conveys your message, reframe narratives to demonstrate the value of asset management, and identify areas for improvement in your current storytelling.

By the end of the course you will be able to:

1. Explain the importance of storytelling in asset management
2. Identify the key components of a story
3. Bring facts and figures to life when you reframe them as human experience, verbally, visually, or in writing.

Who should attend

Whether you are an asset management professional looking to improve your communication skills, or simply interested in the power of storytelling, this course offers valuable insights and practical tools to help you succeed.

Typical attendees include

- Asset Managers
- Consultants
- Contractors
- Engineers
- Project Managers

Learning material

- Text, images, video
- Formative assessment
- Activities
- Scenarios
- Summative assessment

Outcomes

This course improves your storytelling skills so you can move the hearts and minds of your audience.

Content

- Welcome to Āhuahua
- Approaches to Storytelling
- Understanding Storytelling
- Storytelling in Different Mediums
- Storytelling in Asset Management
- Honing Your Storytelling Skills

Prerequisites

An understanding of the content in AM 101 – Introduction to Asset Management.