



## **Storytelling Skills for Management Accountants**

This course explores how storytelling benefits management accountants with strategies for bridging the gap between data and insights and action. Participants will learn how they can use stories to maximize their potential as business partners.

The course will demonstrate how to apply Storytelling Skills to overall Management Competency, including strategy management, leadership, and operations.

### **Learning Objectives:**

Upon completion of this course, you should be able to:

1. Define “storytelling.”
2. Describe the important storytelling skills management accountants need to know.
3. List the best practices for effective storytelling.
4. Identify strategies for handling storytelling challenges.

**Delivery Method:** QAS Self-Study

**CPE Credit:** 1 NASBA CPE credit

**Field of Study:** Personal Development

**Knowledge Level:** Basic

**Prerequisites:** Work experience in a professional staff environment or educational studies in accounting, business, or a related field.

**Advance Preparation:** None

**Release Date:** 1/15/2021

### **NASBA CPE information and Complaint Resolution and Refund Policy:**

<https://www.imanet.org/career-resources/nasba-cpe-requirements?ssopc=1>