

BITS
2026

> LEAD

INNOVATE

OPTIMIZE

STORYTELLING FOR IT LEADERS

INSIGHTS FROM A
COMMUNICATIONS COACH

Purpose:

To explore different storytelling techniques and learn two clear structures for professional settings.

Benefits:

- Repeatable frameworks
- Better clarity
- Connection



Your facilitator, Sarah Lang

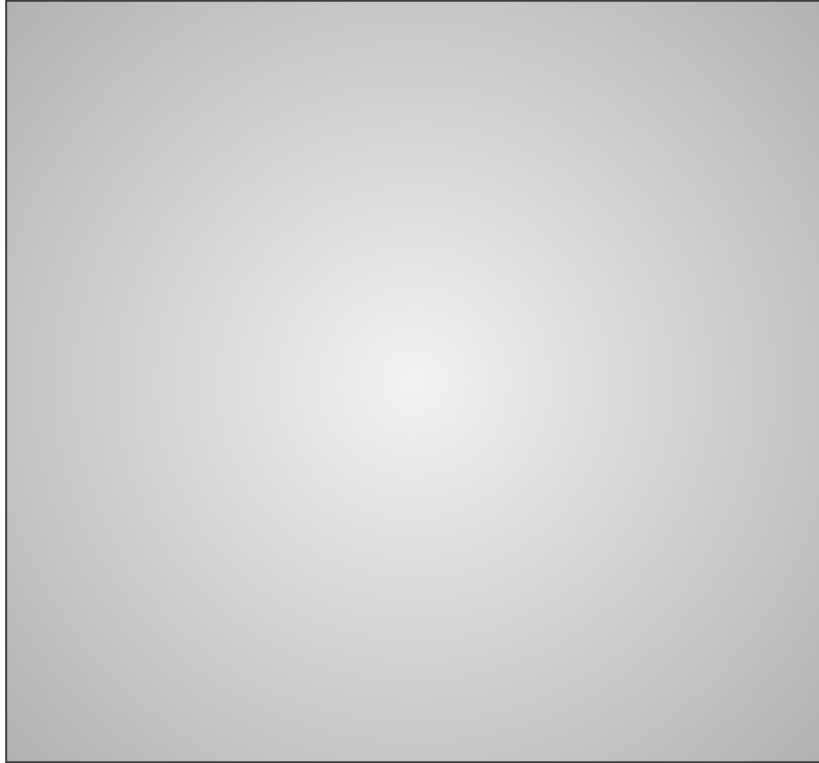


- University of Toronto Instructor
- Google, Mastery Faculty
- Communications Coach at KPMG, Rogers Cybersecure Catalyst, Mastercard
- My role today: to support you to elevate your communication for greater impact.

Agenda

1. How to think about storytelling
2. Two Key Structures:
 - **PREW** = Impromptu Speaking
 - **MAP** = Storytelling Structure
3. Wrap-Up

Two Approaches To Storytelling



Two Approaches To Storytelling

Lead with the Answer

Give your answer / conclusion first, and then provided your reasons

End with the Answer

Start with the situation, analyze the different parts, explain the journey and rationale, and end with your answer.

Two Approaches To Storytelling

Lead with the Answer

We need to invest in endpoint detection + response this quarter to reduce exposure to ransomware risk. (👉 **Answer**)

- Current tools don't detect lateral movement effectively.
- Recent incidents in our industry resulted in multi-million \$ losses
- Investment reduces breach detection time by ~60% + aligns with top enterprise risk priority
- (👉 **Reasons and context**)

End with the Answer

Over the past year, ransomware attacks have increased significantly across our industry.

Organizations similar to ours have experienced operational shutdowns and major financial loss. When we assessed our current security stack, we found gaps in detecting lateral movement. We evaluated several solutions and modeled the potential impact...

- Based on this, I recommend we invest in endpoint detection + response this quarter. (👉 **Answer**)

Impromptu Speaking (PREW)



Point of View

Reason

Example

Wrap Up

**Find someone
at another
table,
and ask:**

**Tell me something about
you that's not on your
resume**

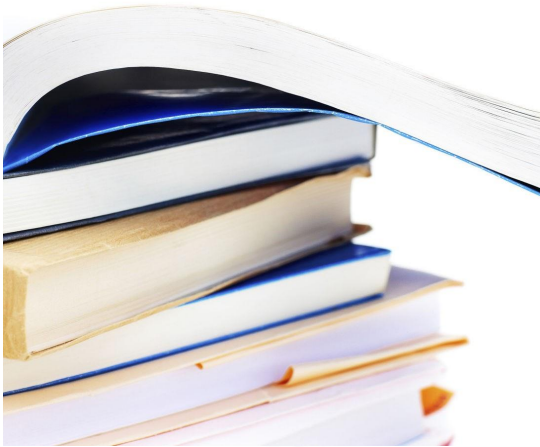
**Find someone
at another
table,
and ask:**

What's been your
favourite part of this
Conference so far?

Debrief

- What was useful about using the PREW structure?
- What was challenging?
- When might this structure be useful for you in your workplace?

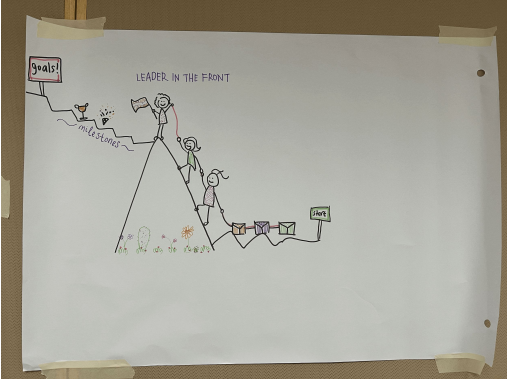
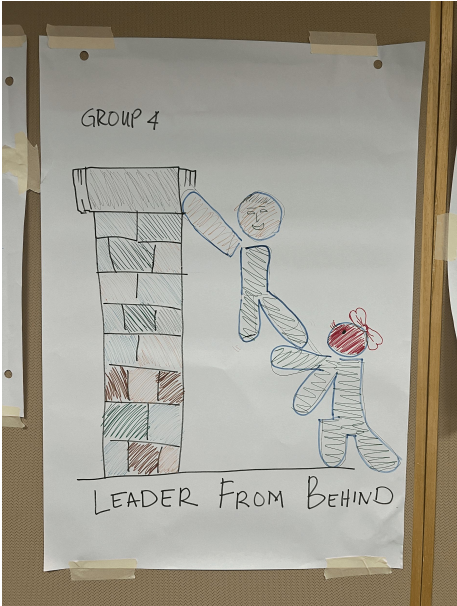
Storytelling Structure (MAP)



Moment

Action

Point



Turn Your Work Into a Story

**Think of a recent client, project, or initiative.
Then:**

- **M - Moment**

What was the situation or challenge?

- **A - Action**

What did you (or your team) do?

- **P - Point**

What changed? Why does it matter?



Debrief

- What was useful about using the MAP structure?
- What was challenging?
- When might this structure be useful for you in your workplace?

Key Takeaways

- 1) Great leaders tell great stories
- 2) Choose to *start* with the conclusion - or *end* with it.
- 3) Rely on structures to help stay on track (E.g. PREW; MAP)
- 4) The more you practice, the more natural you'll feel – and come across.

**What's one thing you learned
that will help you tell better
stories and communicate in
your workplace?**

Thank you

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