



STORY TELLING

"A story is a letter the author writes to himself, to tell himself things that he would be unable to discover otherwise." - Carlos Ruiz Zafon

Storytelling is an effective tool for sharing ideas, experiences and lessons with others. In this course, you will learn the fundamentals of creating compelling stories and how to bring them to life. Our interactive exercises and discussions will provide you with an understanding of plot structure, how to effectively use characters and dialogue, and the importance of incorporating elements of emotion and perspective. You will also gain practical skills such as learning how to craft a strong narrative arc and how to effectively revise and edit stories. This course aims to give you the knowledge, skills and confidence to become a confident and engaging storyteller.

Key Course Content:

- Harness the power of congruent and conflicting metaphors.
- Calibrate preferred learning styles.
- Understand the psychology of NLP communication styles.
- Practice the art of storyboarding.
- Use stories to keep the audience entertained.
- Learn from the world of dramaturgy.
- Analyse 2 case studies - Disney and Borders.
- Activate cognitive movies.
- Learn the art of pause and reflection.
- Use fictitious platforming techniques.
- Pepper your performance with intangible and motivational cues.
- Anchor your key points and use reinforcement platforms.
- Plan and prepare your story for maximum impact.



Target Audience:

The course can be tailored for the specific cohort whether it be the leadership team, another group of managers/team leaders or employees.



Duration:

This course is available as a 1-day course or a truncated half-day course.



Delivery:

This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.



Group Size:

We recommend a group size of 4-10 people.