

€ TRAINING

The Art of Storytelling for Professionals



23 - 27 December 2024
Cambridge (UK)



The Art of Storytelling for Professionals

REF: M2092 DATE: 23 - 27 December 2024 Venue: Cambridge (UK) - Fee: 5830 Euro

Introduction:

This training program is a comprehensive initiative designed to equip participants with the essential skills and techniques needed to craft and deliver compelling narratives in a professional context. Through a blend of theoretical insights, practical exercises, and hands-on workshops, participants learn to leverage the power of storytelling to inspire, engage, and influence their audience effectively.

Program Objectives:

At the end of this program, participants will be able to:

- Plan their story and define its parameters.
- Utilize the public narrative framework to enhance their ability to lead others.
- Craft a public story.
- Employ their communication skills to captivate and persuade their audience.
- Integrate their personal narrative with that of their business to deliver a compelling call to action.

Targeted Audience:

- Executives and Leaders seeking to enhance their communication skills.
- Professionals in marketing, sales, and public relations.
- Business Owners and Entrepreneurs aiming to effectively convey their brand story.
- Human Resource Professionals involved in employee engagement and training.
- Employees interested in mastering the art of storytelling for professional success.

Program Outline:

Unit 1:

Storytelling and Public Narrative:

- Definitions and keywords.
- Scope and applicability.

- The science of storytelling.
- The 4 types of stories in business: Triumph, Tragedy, Tension, Transition.
- Planning and constructing your stories.

Unit 2:

Storytelling as a Practice of Leadership:

- The role of story in organizations.
- Four key elements of storytelling: Style, Truth, Preparation, Delivery.
- Motivating others to action.
- Building trust, brand, and transmitting values.
- Sharing knowledge and creating/sharing vision.
- Neutralizing gossip and rumors.

Unit 3:

Storytelling and Public Narrative Design:

- Narratives versus stories.
- Three elements of a story: Plot, character, moral.
- Building blocks of storytelling.
- Translating values into actions, focusing on aspiration.
- Different approaches to storytelling with data.
- Portrait versus landscape storytelling.

Unit 4:

Genuine and Authentic Communication:

- How to be genuine and authentic.
- Introduction to communication and its levels/definitions.
- Principles of genuine and authentic communication.

- The 4 trends of communication and building credibility.
- Effectively tearing down walls with communication.
- Understanding communication's role in genuine connection.

Unit 5:

Public Speaking and Storytelling:

- Effective story starts and ends.
- Different plot structures for storytelling.
- Body language and its impact on storytelling.
- Importance of posture, hands, and feet in public speaking.
- Enhancing engagement through eye contact and facial expressions.
- Practical techniques for telling your story confidently.