



storytelling workshop

**Learn how to tell real stories
that inspire your people.**

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OBJECTIVE

Create your own story, write it and present it to the group.

What you'll learn:

- What makes a great story.
- How to find the best story in anything.
- How to use storytelling to emotionally connect with your audience.
- How to use storytelling to get people to listen to and be persuaded by your ideas.
- Different ways of sharing your stories.

How long will it take:

- 4 hours.



the workshop

PART ONE

Introduction
Why are you here?
What do you want to use storytelling for?
What kind of stories do you want to tell?
Who do you want to tell them to?

PART TWO

What makes a great story?
How do you find the true essence of a great story from dry information?
Emotive storytelling – how do you want people to feel when they hear / read / see your story?
What are the biggest mistakes when trying to tell a great story?

PART THREE

What's your story?
Craft your own story
Share your story with a partner.

PART FOUR

Share your story with the group.

PART FIVE

What stories were the most compelling?
What did we want to hear more of?
Why?
How to use these storytelling skills practically moving forward.

BUDGET

\$5,000 +GST
for 16 people
in groups of 2
