



Tell the tale

DEVELOPING OUR INNATE CAPACITY TO **COMMUNICATE** AND MOBILISE THROUGH STORIES.

Storytelling has created meaning, engaged audiences, connected people and helped spread ideas since the dawn of civilization.

Stories have the power to capture our hearts and minds and spur us to action. They're an ideal vehicle for conveying vital information, a vision of the future, a new product or service, the goal of a change initiative, the culture of 'how we do things around here'.

Storytelling as a technique and a mindset can be learned, and improves with practice.

At its simplest, storytelling puts a character at the centre of an event and presents them with a question or challenge. In this way, even the most technical information receives energy from a human agent.

By introducing participants to the core elements of story, exploring how stories 'work' in the brain, and prompting new ways to think about messages and content, this programme will transform participants into storytellers, able to communicate more powerfully and persuasively.

Participants will come away from the programme with an understanding of what story 'is' and why they are telling it, know how to put the basic elements of a story together and how to use storytelling for impact with their audiences.

They will gain tips, tools and insights into the practice of becoming better story makers and tellers, using frameworks explored on the programme.

Who the programme is for:

Participants from a single organisation who share some common challenges and/or who need to engage a range of stakeholders with a new idea, direction, product/service or way of working. Depending on the size of the group, the programme can scale up according to the number of participants attending, by adding more breakout groups or story 'pods'.

Each participant will receive feedback from skilled facilitator-coaches to help them craft and deliver stories more effectively.

TERMS AND CONDITIONS

- In-person 1-day programme
- In-person 2-day programme, includes intensive live storytelling practice and coaching
- Online half-day session plus half-day storytelling practice-pods
- Online half-day content session only