



ENGAGE YOUR AUDIENCE WITH STORYTELLING - 1 DAY WORKSHOP

Strengthen the story behind your brand, project or your people.

Storytelling is important in all forms of communication. When sharpening your brand, describing your project, in presentations and social media. Telling the story behind your brand, organization, numbers or people helps you to inspire and convince your target audience.

In this compact workshop you get the opportunity to refine and reinforce your storytelling. In the morning you work on your content, in the afternoon you focus on your presentation. During the workshop you learn how to tell your story with power and enthusiasm.

1 DAY WORKSHOP

MORNING PROGRAM

REINFORCING THE STORY BEHIND YOUR BRAND, PROJECT OR ORGANIZATION

Beautiful and honest stories work well. But does your story need sharpening? The Why, What and How Golden Circle by Simon Sinek is a good starting point. This method helps you to look closely at 3 things: why you want to tell it, how you want to tell it and what the content of your story should be. Through Sinek you discover whether you can make your story more convincing throughout your communication (face to face, website, newsletter etc).

- The why, how and what as a basis for your storytelling.
- To distinguish the (brand or personal) values on which to build your story.
- Learn how to apply different techniques in storytelling.
- Using storytelling in your (online) communication.

AFTERNOON PROGRAM

PERSUADING WITH STORYTELLING

Some people are natural storytellers, others need some tools and tactics. In the afternoon program presenter, actor and trainer Richard Roling teaches you how to move your audience.

Everyone can tell stories, the question is: do you dare? Telling stories requires bravado. Being able to bring compelling presentations is similar to giving a performance.

To tell the story behind your brand we use 'The Hero's Journey' by mythologist Joseph Campbell. This method is based on many Hollywood blockbusters. With exercises from the theater you learn to communicate your story with body posture, use of voice and eye contact. And we improvise. Improvisation is a skill that makes your story lively and personal.

- The art of storytelling according to the Heroes Journey.
- Presenting: voice, rhythm, timing, intonation and body language.
- Story elements; metaphors and cliff hangers in your presentation.
- Practicing with improvisation.