



COMMUNICATION SKILLS

COMMUNICATING WITH STORIES

In today's highly connected and increasingly "busy" world information is shared via documents, emails and texts. These messages are often succinct and impersonal, leading to lack of trust, misunderstandings and poor engagement. Long before there was written language, stories were how we transferred knowledge, taught lessons and shared experiences. Stories are powerful as they create a human connection with the audience. When stories are told with passion and purpose they can create a last impression on an audience. This workshop helps participants embrace their inner "Story Teller" to have the confidence to include stories in business and personal presentations.

OUTCOMES

The participants of the Communication with Stories will:

- Recognize that your personal brand is built by the stories that you tell others.
- Explore the impact of stories and how they connect you with an audience
- Understand the elements of a good story
- Build a plan that leverages stories to support your goal or objective
- Explore your "Treasure Chest" of stories to discover gold
- Select relevant stories that help achieve the objective and entertain / educate the audience
- Have tactics to create a powerful personal presence which conveys confidence and subject matter expertise
- Leverage delivery skills (eye contact, voice, gestures and movement) to bring stories to life
- Have strategies to make formal presentations and panel discussions fun and interactive
- Have fun and develop your storytelling skills

Maximum attendance is 10 participants. Video recording is an integral part of this workshop. Pre-requisite - Communicating with Confidence workshop