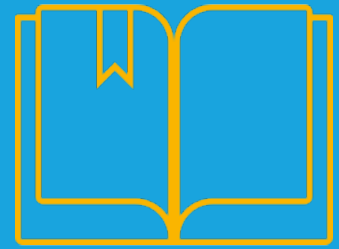


# Storytelling in business course



Course for companies

Live online

**Who is it for?**

Any team who need to inspire and influence others or express complex ideas simply and memorably.

**Delivery**

We deliver this course live online.

**Participant numbers**

Four people up to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

**Course length**

Flexible – typically two intensive half-days of training, with the option of including writing analysis and an additional half-day of one-to-one coaching sessions.

**Pricing**

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

**+44 (0)1273 732 888****[info@writing-skills.com](mailto:info@writing-skills.com)**

25 years



of better writing

## We all love stories. The ones we heard as children helped us to understand and find meaning in the world around us.

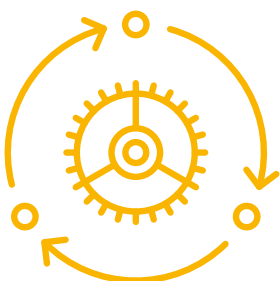
We saw ourselves in their heroes, cheering them on in their challenges and learning lessons from their fate. And we never grow out of stories – we just find them in films, novels and soap operas instead of tales at bedtime.

Most organisations are also shaped by their stories – of their founding, challenges, people, products and customers. But rather than sharing them, they're treated like a dull history lesson or a technical specification.

This wastes a huge opportunity. This course reveals that, far from trivialising our work, storytelling is key to connecting with prospects, clients, customers and colleagues – and to inspiring, influencing and being remembered.

## Tailored to your needs

The training will be as unique as your organisation. We'll work with you to help identify and pull out the stories that matter to you and your clients. And we'll incorporate real-life examples of your documents and content to make the training materials and exercises genuinely relevant to your team.





'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,  
Talbot Underwriting Services

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## Bespoke virtual training that works

Online training is the natural choice in a world where remote working is more widespread than ever.

We've been running remote-learning programmes for over ten years, continually refining our approach in that time. So we've learned how to design online sessions that ensure delegates can learn as effectively as possible.

We deliver the training in two intensive sessions over two days to keep learners' energy high. Group sizes are kept small to guarantee each delegate gets the individual attention they need. And they'll never find themselves sitting passively through a lecture. Live polling, breakout rooms and activities, shared whiteboards and other tools ensure participants have a highly engaging and collaborative experience.

Your team will be able to attend from anywhere. All they each need is a computer, a headset and stable internet access.

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## Learning objectives

On this course, your team will learn how to:

- ✓ understand how, when and why stories work
- ✓ identify what will make a good story
- ✓ be clear about their objectives and key messages before they start
- ✓ write openings that arouse the reader's curiosity
- ✓ communicate emotion in their storytelling
- ✓ build a sense of suspense
- ✓ put people at the centre of their story
- ✓ write (or speak) in an engaging and appropriate tone using audience-focused techniques
- ✓ cut padding and only include what is likely to matter to the reader
- ✓ end with a positive and memorable takeaway message
- ✓ deliver their stories to an audience.



## What does the programme include?

A typical programme would run as two half-day sessions online. But we can adapt the course length to suit your needs.

This course can be adapted to cover either verbal or written storytelling, or both.

If your main focus is written storytelling, you can also choose to include our unique individual writing analysis. Here, we analyse a sample of each delegate's writing before the course and produce a graph of the results, showing both strengths and areas that need work. The trainer will talk through the results with delegates individually, giving them targeted feedback that means they can focus on their problem areas and make rapid improvements.



## A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing habits and building skills takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

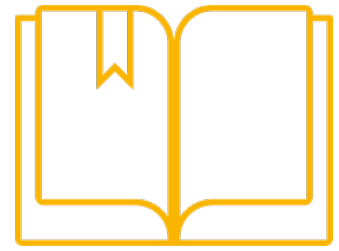
You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that reinforce the training and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or e-learning.

**Contact us to discuss the best blended programme for your team.**

Trusted by over 1,000 organisations worldwide, including:



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9.30-12.30

## Planning your story's elements

Introduction and course overview

What are stories and why do we need them?

Stories as experience and for indirect influencing

Identifying your objective and key message

The elements of a good story

- ☉ Characters, plot and message
- ☉ Examples: from Apple to The Body Shop and Sony

Anecdotes, jokes and longer formats

How we can use stories

- ☉ Team and organisational inspiration
- ☉ Coaching and mentoring
- ☉ Technical training and briefing
- ☉ Marketing, PR and selling

9.30-12.30

## Identifying and sharing stories

Introduction and recap

Finding useful stories

How to write the story

- ☉ Need, message, source, method of delivery
- ☉ Language, tone, structure, pace, facts, dialogue
- ☉ The SUCCES model

The importance of authenticity

Delivering stories effectively

- ☉ Finding the moment, managing expectations and reactions
- ☉ Monologue vs dialogue

Summary and close

## Build your programme: optional follow-up

### Writing analysis and feedback

Individual analysis of delegates' writing plus one-to-one coaching with the expert trainer, showing each person exactly what to do to write more effectively.

### Coaching clinics

Individual coaching sessions to reinforce and build on the original course, giving delegates the chance to further benefit from the trainer's expertise one on one.

Get in touch to discuss your writing course today

Call: +44 (0)1273 732 888  
Email: [info@writing-skills.com](mailto:info@writing-skills.com)