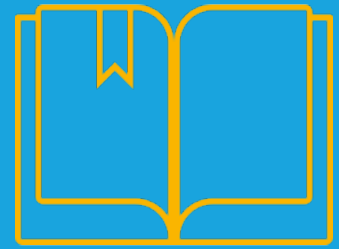


Storytelling in business course



Course for companies

In person

**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 in person.

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 one day. We can adapt the course for longer or shorter sessions as required.

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

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.

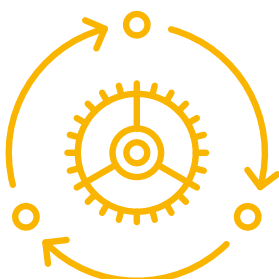
We saw ourselves in their heroes, cheering them on in their challenges and learning lessons from their fate. And we never grow out of stories – we just find them in films, novels and soap operas instead of tales at bedtime.

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.





‘We chose Emphasis because they really “got it” – they really understood exactly what we needed and what our issues were.’

Mary Jean Pritchard,
The King’s Fund

Venue

Our trainers are based in the UK, the US and Europe, but we train globally. Wherever you are in the world, we can come to you to run the course. We can also train remotely.

Why it works

- ✔ Pre-course writing analysis identifies the areas each learner needs to work on.
 - ✔ Small-group training ensures each delegate gets individual attention.
 - ✔ Targeted exercises and discussion keep learners engaged and mean they immediately practise applying the techniques.
 - ✔ One-to-one coaching shows delegates where to focus and how to quickly put the right techniques into practice to create rapid improvements.
 - ✔ Each delegate receives one year’s access to our business-writing helpdesk to support them as they take what they’ve learned into their roles.
-

Learning objectives

On this course, your team will learn how to:

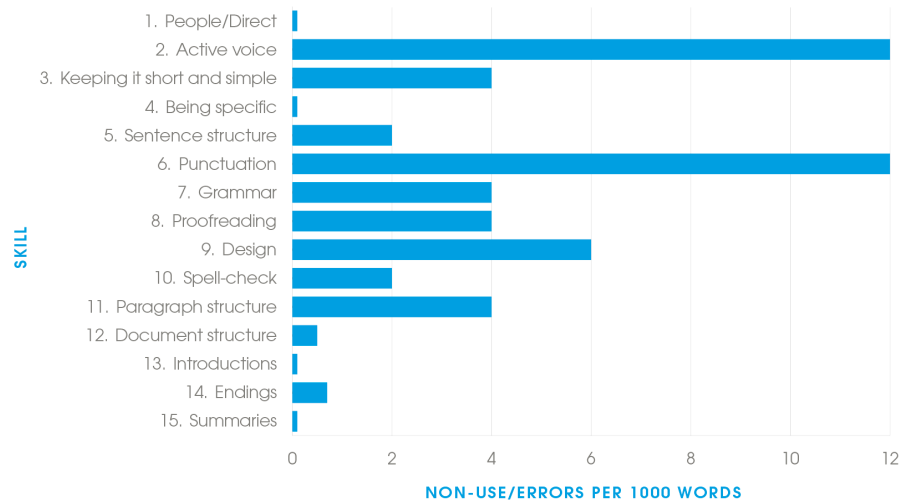
- ✔ understand how, when and why stories work
- ✔ identify what will make a good story
- ✔ be clear about their objectives and key messages before they start
- ✔ write openings that arouse the reader’s curiosity
- ✔ communicate emotion in their storytelling
- ✔ build a sense of suspense
- ✔ put people at the centre of their story
- ✔ write in an engaging and appropriate tone using reader-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.



Individual analysis and coaching

Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well each person communicates in writing.

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.



Gap analysis: every participant receives targeted feedback

During the course, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and exactly how to put their new skills into practice to make rapid improvements.



A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing writing habits 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 can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or online 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	Introduction <ul style="list-style-type: none">WelcomeCourse overview What are stories and why do we need them? Stories as experience and for indirect influencing Identifying your objective and key message
10.45	Break
	The elements of a good story <ul style="list-style-type: none">Characters, plot and messageExamples: from Apple to The Body Shop and Sony Anecdotes, jokes and longer formats How we can use stories <ul style="list-style-type: none">Team and organisational inspirationCoaching and mentoringTechnical training and briefingMarketing, PR and selling
1.00	Lunch
	Finding useful stories How to write the story <ul style="list-style-type: none">Need, message, source, method of deliveryLanguage, tone, structure, pace, facts, dialogueThe SUCCES model
3.30	Break
	The importance of authenticity Delivering stories effectively <ul style="list-style-type: none">Finding the moment, managing expectations and reactionsMonologue vs dialogue
5.15-5.30	Summary and close

Build your programme: optional follow-up

Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to build on and reinforce the learning.

Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Get in touch to discuss your writing course today

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