

COURSE TITLE:

Mastering the Story

Unlock the power of story to excite and ignite your audience and ensure your message is truly memorable



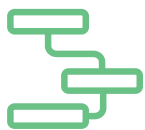
DESCRIPTION

Storytelling has been around for thousands of years for a reason: It remains the best way for the human brain to process, file, organize, and remember important information. In this course, we learn the basics of a great story and break down the ways the brain is hardwired and hungry for storytelling. We provide participants with easy, simple ways to organize information, contextualize it, and present it so their audience is engaged and excited.



90 MINUTES | VIRTUAL OR LIVE

OBJECTIVES



STRUCTURE

Beginning/middle/end: learn simple structures for organizing your thoughts/data into a compelling, kickass story



LEARN

Learn why the brain is predisposed to story and how to take advantage of this when considering your audience



DISCERN

Discern what enhances a story and what gets in the way (get rid of the fluff!)



EMBRACE

Embrace your unique storytelling superpowers

THE FLOW

INTRODUCTION & CONTEXT

Our goal is to help participants organize and contextualize information to present it in an engaging and exciting way

5 MIN

WARM UP

A group activity to create a sense of playfulness, experimentation, and risk-taking

10 MIN

60/30/10

The power of having a scalable message

10 MIN

REFRAMING YOUR MESSAGE

How to tailor your story to the specific audience in front of you

10 MIN

WHY STORYTELLING MATTERS

Learn how humans process information and how storytelling can increase our audience's understanding

10 MIN

HERO SWITCH

Shifting the "point of view" of your message for maximum impact

15 MIN

KEY POINT + 3 POINT

Finding your most essential information and distilling it into bite-sized, memorable messages

5 MIN

VISUAL STORYTELLING

Determine criteria for what successful communication looks like, notice whether this is something they usually do at the onset of a project and do they communicate it to the team

10 MIN

CLOSE & REFLECT

Participants identify at least one element of the workshop they can incorporate into their work

5 MIN

STORY ON ITS FEET!

Participants get a chance to practice delivering a powerful story to their peers

10 MIN

EXPAND IT

- Storytelling with Data
- Powerful Presentations
- 1:1 Presentation Coaching