

## Persuasive Storytelling

Please find below more information indicating the aims, our training approaches and a sample of the structure of the programme.

### Methodology

The training approach to be used, which governs the design and delivery of the training is based on the following principles:

- To actively involve the participants throughout the training
- To enable participants to share their thoughts and enquiries
- The training is designed based on the needs and expectations of the participants that are reflected in the pre-training questionnaire

### Workshop methods and tools

In order to achieve the objectives of the training, the following tools and methods will be utilised:

- **Presentations:** presentations will be used in order to provide the background of each subject and create discussion and questions.
- **Discussions:** throughout the training, participants will be encouraged to contribute to discussions and share their experiences and thoughts with the rest

of the group. The discussions will be facilitated and coordinated by the facilitator in order to maintain the focus in the key areas of interest

- **Case studies:** case studies will be used so as to facilitate and trigger discussion, as well as allow external benchmarking so as to achieve competitiveness
- **Group work:** group work will be used in order to facilitate practical understanding of the issues and in order to enhance team working, team building and cooperation amongst participants

## Sample programme

9.00 Registration/Introductions

9.15 **Part 1: *Unlearning*: Going Beyond Facts and Information**

- *Goal: to create communications that are more simple, effective and persuasive*
- Abandoning our obsession with ‘messaging’ and “too much information”
- *Number numb to us...*

10.30 Tea Break

10.45 **Part 2: *Re-Learning*: Why Stories Work**

- *...But Stories Stir Us*
- Why story conveys **meaning** and **emotion**
- The science and art of story: behavioral Economics and the brain
- Including “Your Favourite Story” Homework Exercise

11.45 **Part 3: From Numbers to Meaning**

- The DRIP world: we are data rich, insight poor
- Decks: why the Presentation is not the same as the Leave Behind

13.00 Lunch

13.45 **Part 4: Telling Tales:**

- The Key Principles of Storytelling
- “The Golden Thread”: why **Structure** is all important
- Character, quests, archetypes and conflict
- Finding a voice and FACE for your brand

- The SIMPLE Criteria of storytelling
- Final Exercise using Live Material

**16.45**      **Summary: Implications and Applications**

**17.00**      **Close**