



Effective Story Telling

Course Description:

Effective Story Telling and communication skills are essential for career success and personal achievement. These skills can lead to promotions, better working relationships with peers, management and customers. If your path is towards leadership, effective “Story Telling” is critical to master.

Course Objectives:

The most effective way to engage others is with storytelling: human beings are wired for them. Our brains often don't distinguish between fiction and reality, therefore we immerse ourselves in stories as if we were a part of them.

- Understand what Effective Story Telling is
- Learn how to put Story Telling into action
- Learn how to build rapport trust and credibility through story telling
- Learn the various communication styles and how to adapt to them
- Use expression to communicate your story
- Story Telling translates into improved relationships
- Story Telling increases bonds between people and cultures



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Who should attend?:

Effective Story Telling and communication skills are something everyone should learn. Most of us were not taught these skills in school and therefore struggle to achieve success personally and professionally. Our intelligence may get us a job, but effective communication skills is what gets us promoted. Effectively telling your "Story" is critical to your success

Why should you take this workshop?:

Story telling Experiences

- Stories make us experience information, not just hear it
- Stories shape the way we think
- Increase your "likeability"

Communicating with anyone

- Learn the importance of adapting your story to each person you interact with
- Learn how to use stories to create positive emotions
- Stories create memorable moments which make YOU memorable

Clear and assertive communication skills

- Communicate with confidence
- Give and receive constructive feedback effectively
- Listening skills that create connection

Positively influence others

- What makes people like you
- Build trust and loyalty
- Understand the psychology of influence