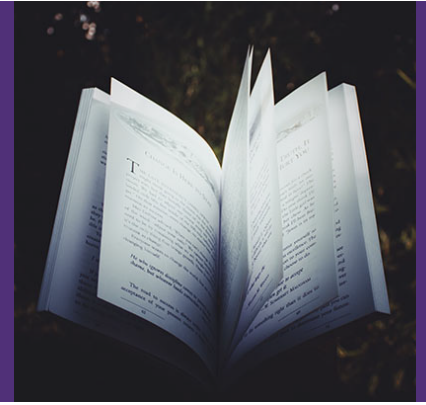


# Storytelling

*This training focuses on applying the art and science of storytelling to engage your audience and communicate effectively in order to inspire action.*



## Training Overview

Whether it is putting together a presentation, preparing a keynote speech, moderating a panel discussion, or convincing someone to invest in an idea, it is important that your message is communicated clearly, concisely and confidently to inspire people to take a desired action. This training teaches storytelling techniques to become a confident and charismatic storyteller.

## Training Objectives

This training teaches the essentials of storytelling and explores the application of its tools and techniques to everyday situations.

At the end of the training, trainees have a clear understanding about the following:

- What is storytelling and why is it important?
- How to interest and influence people?
- Elements of structuring a story – blueprint, audience, message, medium, prototyping a story
- Soft skills required
- Practical application of storytelling as a first step in engaging others to take action
- Storytelling as a means for supporting creative and collaborative outcomes

## Target Audience

This training is intended for anyone interested in improving their communication skills, presenting ideas, supporting creative and collaborative outcomes and leading various initiatives.

## Prerequisites

None.

## Training Content

1. Storytelling by experts
2. Different storytelling styles
3. Focussing on the message and engaging the audience
4. Building a story - defining the blueprint
5. Story flows - different approaches to structuring a story
6. Ways to present stories and prototyping
7. Soft skills for storytelling – use the power of your voice, pause, stage presence
8. Using storytelling to build awareness and desire
9. Collaboratively creating stories

## Training Information

Training will be conducted by an experienced trainer and Agile Coach from why innovation!.

Each training will have a maximum of 12 participants.

**Duration:** 1 days (8 hours)

**Location:** Singapore/ Hong Kong/ Shanghai

**Price:** SGD 800/ HKD 4,500/ CNY 3,000

*Select more than 1 training to be eligible for a discount.*

## Related Trainings

1. Design Thinking
2. Critical Thinking
3. Stakeholder Management

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