

# STORYTELLING

## Delivery Format



### Face to Face Group Workshops

Maximum 8 participants  
1 day



### Live, Virtual Group Workshops

Maximum 8 participants  
1 day

## Who Should Attend?

Anyone who delivers presentations at work or who wants to improve their confidence when:

- ✓ Presenting to colleagues at all levels
- ✓ Delivering sales or client presentations
- ✓ Pitching ideas to colleagues or other stakeholders
- ✓ Making boardroom presentations
- ✓ Giving conference or seminar presentations
- ✓ Delivering keynote addresses
- ✓ Leading change
- ✓ Talking to the public or the media

## Workshop Overview

Don't just tell people the plan - tell them the story!

Participants of this workshop will learn the transformative power of storytelling. Inspire and energise your audience, not just by delivering facts and information, but by capturing hearts and minds, building trust and establishing your common goals - your shared story.

This highly interactive storytelling workshop will help you become a compelling storyteller. We demystify the art of storytelling, learn how to construct a compelling narrative, develop your own personal storytelling style and identify your unique story as well as that of your organisation or team.

Storytelling techniques can be applied to everything from presentations to product launches, from daily interactions to defining your organisation's mission. Participants will be coached on presenting techniques and be given the opportunity to practice what they've learnt by sharing their own story.

This course is devised and led by Mastery facilitator and professional actor, Jason Langley. Jason specialises in presentation skills, confidence-building and storytelling. He has extensive experience in television (including BBC productions), on the West End stage (including War Horse) and has worked with directors including Ridley Scott.

## Key Objectives

Participants will leave the workshop with strategies and practical actions to:

- ✓ Structure a compelling story
- ✓ Inspire trust, energy and motivation
- ✓ Develop their own storytelling brand
- ✓ Identify your own story and that of your organisation or team
- ✓ Apply storytelling in different contexts - presentations, daily interactions, emails, illuminating data, product launches, defining their organisation's mission
- ✓ Deliver their story with confidence and impact

This essential, practical workshop provides invaluable support to those who need to turn facts, data and ideas into compelling stories to engage and inspire followers.