



Consulting and Training | Reach New Heights

Course Name

The Art of Story Telling

Sector Name

Interpersonal Skills and Self Development

Document Type

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The Art of Story Telling

Course Introduction

Stories are at the foundation of our communications. Storytelling has been used to captivate audiences throughout the ages. Throughout history, stories have passed from generation to generation as a means of preserving a group's culture, heritage, history, and tradition. Stories spark emotions. People use stories to make sense of things, and they learn from stories. If stories are well crafted and well-delivered, they can ignite powerful learning experiences, make information more memorable through engaging the hearts and minds of different audiences (Trainees and employees, etc.)

The Storytelling and Problem-Solving

"The Storytelling and Problem-Solving for Influence" workshop will help participants (Trainers, Leaders, and change-makers) become better storytellers, building their presentation skills and drawing out engagement and enthusiasm they never knew were there. As well, storytelling will improve creativity, which will open the creative minds to re-examine everyday issues. The highly interactive sessions will help explore what stories are, why they are important, how they work, and how making them retellable will hold together training, presentations, events, and campaigns.

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The Art of Story Telling

Target Audience

- ✓ Executive Secretaries
- ✓ Executive Personal Secretaries
- ✓ Personal Secretaries
- ✓ Executive Assistants
- ✓ Personal Assistants
- ✓ Office Managers
- ✓ Administration Managers
- ✓ Management Secretaries
- ✓ Senior Assistants

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Learning Objectives

- ✓ Discover the psychological reasons behind the irresistible impact of stories.
- ✓ Gain a real understanding of what a story is.
- ✓ Recognize how storytelling can help in solving problems.
- ✓ Apply logical and creative approaches to solving problems and making decisions
- ✓ Apply tools for identifying causes and generating solutions
- ✓ Explain the importance of creativity when faced with challenges that require a different way of thinking
- ✓ Discover the biggest storytelling mistakes and how to avoid them
- ✓ Understand the application process of storytelling. Identify different tools and frameworks to deliver influential stories. Identify possible stories to tell
- ✓ Apply lean and lateral thinking to solve problems
- ✓ Apply models and theories to identify root causes of problems. Practice to deliver individual stories in groups

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Course Outline

✓ 01 Day One

The World Of Telling Stories

- ✓ What is storytelling
- ✓ Why tell stories?
- ✓ Story Activity

The Neuro-science Of Stories

- ✓ The brain science behind good business
- ✓ Stories and the Brain
- ✓ Why our Brain Loves Good Storytelling
- ✓ How our brains react to stories
- ✓ Hormonal changes in the human body by using stories

The Psychology Of Problem-solving

- ✓ A synopsis of psychological thought
- ✓ Values and Bias through solving problems
- ✓ Psychometric assessment of your problem-solving preferences
- ✓ The cognitive process and whole-brain thinking
- ✓ Psychological Type and Lateral Thinking
- ✓ The model of creative problem-solving
- ✓ Understanding different Personas through Story Telling

Discover Stories

- ✓ Types of stories
- ✓ When to use stories?
- ✓ The six attributes of Influential Stories

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Course Outline

✓ 02 Day Two

Capture Attention

- ✓ The 3Vs of Story Telling
- ✓ Visual power
- ✓ Vocal power
- ✓ Verbal Power

Types Of Engagements

- ✓ Emotional
- ✓ Intellectual
- ✓ Physical

Structuring Stories

- ✓ Types of Transitions in
- ✓ Types of Transitions out
- ✓ Answering the important questions in the minds of the audience
- ✓ How not to transition into a story
- ✓ How to transition successfully

Story Framework

- ✓ CAR Context
- ✓ Action Result
- ✓ Practice using the Story Structure Template

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Course Outline

✓ **03 Day Three**

Using Emotions For Influence

- ✓ Emotional Decision Making
- ✓ Effective techniques
- ✓ Tell Me
- ✓ Show Me
- ✓ Make Me Feel
- ✓ Traps to Avoid

Creating Continuous Improvement In The Workplace

- ✓ Creative problem solving for continuous improvement
- ✓ Appreciative enquiry and a focus on positive dialogues
- ✓ Solution-focused methodology
- ✓ Diagnostic tools for organisational improvement
- ✓ The Disney Creative Thinking Strategy
- ✓ Using techniques to innovate and improve the process and product

Creativity In Solving Problems And Decision Making

- ✓ Ways to prevent assumptions from blocking creativity in each stage of problem-solving
- ✓ Cognitive processes: the act of creativity

- ✓ Techniques for effective brainstorming
- ✓ Approach a Decision through “Six Thinking Hats”

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 24, 2027	May 26, 2027	3 days	4950.00 \$	switzerland , Geneva
Nov. 15, 2026	Nov. 17, 2026	3 days	3250.00 \$	Morocco , Marakesh
Jan. 18, 2027	Jan. 20, 2027	3 days	3250.00 \$	UAE , Dubai
Aug. 23, 2027	Aug. 25, 2027	3 days	3250.00 \$	UAE , Dubai

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