

Strategic Storytelling: Principles of Effective Communication

The best storytellers have the power to persuade people to get behind an idea and give it their total support. Yet the ability to relay a story that people can connect with, are persuaded by and feel passionately about is a rare skill. This seminar will show you how to craft engaging and motivating stories that can spark commitment and passion throughout your organization. The art of engaging a group of individuals through word choice, rhetorical questioning and self-reflective thinking allows you to grow your professional influence.

This highly practical seminar explores the art and science of storytelling. Attendees create and present their own stories and leave with a better understanding of how to uncover the right story and tell it well in any medium. Whether it's a speech, an essay, a video or a PowerPoint presentation, we are telling a story. What does your story say? Concepts are illustrated by real-world examples from a variety of media, and attendees learn how they apply directly to business storytelling.

Learn how to make your audience experience a journey through your vivid storytelling.

- Learn the importance of storytelling in every aspect of getting your message across.
- How to use storytelling to engage, motivate and inspire your audience.
- How storytelling and business storytelling are one in the same.
- What obstacles to prepare for when creating a vivid story in the mind of the audience.
- Approaches to guiding audiences through your thought process.
- The different types of stories as a tool; Action, Knowledge, Teamwork, Vision, Conflict, Personality, Value.
- The different styles of storytelling and when to appropriately use each.

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