

# STORYTELLING FOR IMPACT

## TRAINING PACKAGE

FULL DAY WORKSHOP • 121 INDIVIDUAL COACHING • ONLINE SKILLS DEVELOPMENT WORKSHOP



*Hi Ann,  
Your workshops and coaching have made a real difference to myself and the team and it is a piece of learning and development that I see as essential for future team members.*

*Lucozade Ribena Suntory*



*This week I had to present to the marketing team and I used the story tools I had learned to prepare. Afterwards they said, “you are doing great work, it is really interesting and the way you talked about it was very good storytelling.” I told her I had had some amazing training.*

*Groupe SEB*

Storytelling is not a soft skill, it is a high precision, strategic tool that can change people’s minds and influence their actions. Most presentations don’t tell a story but they could.

You are already creating the story behind this picture because your brain is hard-wired to tell stories and be curious about them.



### Overview

*Storytelling for Impact* trains attendees to think like a storyteller whenever they communicate and equips them to create more engaging, impactful, and effective communication.

### Our Methodology

A story is a complex model that human beings navigate effortlessly when they are relaxed, but in front of a crowd they lose that skill.

Our *Three Step Approach* enables people to use the story model at all times, and harness the power of story to create impact and influence whenever they present.

When you are telling a story to a friend, you instinctively use 7 core story elements that when combined, enable your friend to feel, imagine, understand, remember and pass your story on. You then maximise your impact by tailoring your story using some nano-second calculations about your audience and purpose. It is an extraordinary process

that your brains zips through several times a day, and our *Three Step Approach* enables you to unpack this secret tool to apply it to everything you plan.



1. Narrow the target



2. Build the story



3. Create an effortless flow

### The outcomes are that attendees:-

- understand the power they have to engage, or disengage an audience
- learn an effective system to ensure their audience will imagine, feel, absorb, understand, and then act
- create a simpler and more powerful message
- share a common story telling language within their team enabling effective collaboration and increased creativity



*Just wanted to say a massive thank you for your story coaching session to help us elevate and deliver the Commercial Planning launch. The flow and thought behind what we are trying to land, how we do it and how we ultimately hook and engage people has been key to making the session successful.*

*Lucozade Ribena Suntory*

## The Package

**Maximum 12 attendees** (for increased numbers please enquire)

### Full day workshop

An interactive and practical all-day workshop with facilitator and assistant, tailored to the needs of your team. Attendees learn the story telling tools and then practise applying them by building a short presentation in groups and presenting back.

### 121 story coaching - 30 mins online for each attendee

This is an incredibly productive element which provides a safe, non-competitive space to focus on peoples' personal blocks to a confident delivery, helping them find their authentic 'voice' that reflects their own character.

### Skills development workshop - 2 hrs online

This session is designed to embed the story tools into the attendees' everyday work life. The content is flexible and can be shaped to best meet the needs of the team.

## Where we have done this before

We have successfully developed story-telling capability for numerous UK and international businesses, working with teams in every discipline including Marketing, Sales, Finance, Data Insights, Academic, Pharma account managers and Product Design.



## ABOUT ANN

I have a storytelling brain, a deep sensitivity to the stories people want/ need to tell, the skill to take them into all the corners of those stories, and years of experience in unlocking the instinctive storytelling skills of others.

I have been telling people's stories all my professional life. I am a TV producer specialising in the development of Features formats for the BBC and Channel 4. My shows led the revolution on British TV which saw learning while being entertained in a real-life setting become central to your evening viewing; the BAFTA nominated Changing Rooms (DIY and decorating), Lost Gardens (social history and horticulture), You Are What You Eat (diet and nutrition).

I became a story coach in 2011 having witnessed the transformative effect of training people in story skills who were not programme-makers. I have used story coaching to train in a whole range of sectors and solve every type of communication challenge, including recruiting quality candidates, raising millions of pounds in second-round funding, embedding company values, creating animations to research customer response to robotic assistance, and getting buy-in for transformational change. I find the order, elevation and insight that story principles bring is constantly surprising and fascinating. I am looking forward to sharing these powerful tools with you and your team.



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