

STORYTELLING FOR BUSINESS WORKSHOPS – DRAFT SCHEDULE

Module	CONTENT	Flow	N° hours/sessions
1) WHY?	History and universality of storytelling. Participants exchange their favourite childhood/Family stories etc Debrief - What do you notice? Art of Storytelling. Engage, connect . Neuroscience outline. Right brain/left brain. Mirror neurons	20 min 30 min 15min 30 min 30 min	1 session of 2h
2) WHAT?	Classic story structure . From myth to personal reminiscences. In groups of two, find examples from literature/cinema of formats explored so far. Share with rest of group. Which elements are common to all stories? What makes a good storyteller ? <i>Optional</i> : Illustrated stories- From Lascaux to comic strips to graphic novels Tell the story of why you chose this training to a partner. Draw the main points. Share with group + debrief	45 min 15 min 15 min 30 min 30 min 30 min 30 min	1 session of 2h 1 session of 1h30 <i>(2 sessions could be one ½ day workshop)</i>
3) WHO/WHEN?	Who: Telling stories and prompting stories from others in order to communicate as human beings... Leaders, managers, marketing, fundraisers, mediators, networking etc Best practice examples (Youtube etc) + debrief When and when not : interviews, presentations, motivational speeches, on-boarding, change management: Convince, create rapport, have fun . Group discussion	15 min 45 min 45 min	1 session of 2h
4) HOW? Toolbox	Values : Authenticity. Danger of manipulation (politics, con men etc) Theory 1): Sources. Message. Preparation. Structure. Templates <i>Your turn</i> : Story workshop . What is your message? Iteration 1 Theory 2) Editing. Visuals <i>Your turn</i> : Refine your message. Iteration 2 Theory 3) Individual/team stories. Humour . Rehearsal. Feedback loop. <i>Your turn</i> : Refine your message Iteration 3 Live presentations. Feedback	30 min 60 min 60 min 30 min 60 min 30 min 90 min	3 sessions 1 x 2.5 h 1x 1,5 h 1 x 2h TOTAL 12,5 hours

Time estimated for groups of 8-10