

# Successful storytelling to generate engagement

## Description

We have been telling stories for tens of thousands of years, from a campfire to the fables of our childhood. So our brains are trained to be receptive to stories... how do we harness this ability to unite and touch our audience?

## Course Content

- **Power of Stories**
  - Stories through History
  - Dopamine, oxytocin, adrenaline and mirror neurons
- **Structure of the stories**
  - Narrative Arc and Monomythe
  - Role of questions and information
- **Zelling your story**
  - Vocal variety and voice flexibility
  - Choice of words and a wealth of vocabulary
  - Putting it into practice

## Documentation

- Digital courseware included

## Participant profiles

- All those who wish to enrich and humanize their communication

## Prerequisites

- No prerequisites

## Objectives

- Understand the power of stories
- Know the classical structures of the stories
- Tell stories with passion

## Niveau

Fondamental

## Classroom Registration Price (CHF)

800

## Virtual Classroom Registration Price (CHF)

800

## Duration (in Days)

1

## Reference

COM-STOR