

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