



Become a Storyteller

at Narrative Virtual Academy

Welcome!

I am sure you are here to find out why you should attend the Strategic Storytelling Workshop, what is the experience of the workshop and what exactly is the change this workshop seeks to make?

It is absolutely normal to have these questions run through your mind before you make a commitment to attend this workshop. I get where you are coming from, I would have the same questions.

I will answer all the questions for you but why don't you start by watching this 4 mins video which will answer some of your questions.

Check out this 4 minute video



Ok, now let's answer the rest of the questions



What content is covered in the workshop?



Fundamentals of Storytelling

In this section we will cover the building blocks of storytelling

- What is a story?
- How to assemble a story?
- How to make a point with a story?

Change or Launch Storytelling

In this section we will cover how to implement a change, launch a strategy, product or a campaign in an organisation with a story.

We will also cover how to anticipate objections, prepare the response and overcome entrenched views.



Story Listening

In this section we learn how to elicit stories to gain insights. What kind of questions to ask to have a deeper understanding of an issue.

Data Storytelling

In this section we cover how to communicate insights generated from data to influence decision making.



Each workshop allows you to choose four story skills to learn.


We can tailor the content to meet your specific organisational needs.


What does the experience look like and what is the time commitment for the participant?


For 3 weeks, we need you to commit 3 hrs (2 hrs online and 1 hr of your own time) per week to be successful with this workshop.

Let us share what one week's experience would look like.

Week 1: **Fundamentals of Storytelling**

 **Duration:**

 **Content:**

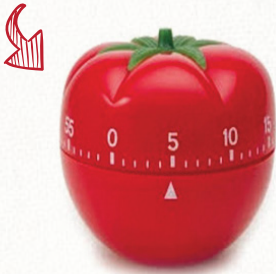
 **Experience:**

3 Hrs in total (2 hrs online, 1 hr own time)

What is a story?
How do you assemble a story?
How do you make a point with a story?

Online Learning :2 Hrs
45 mins of presentation
15 mins of Q & A and quiz / games to enhance the learning

Learning by doing
60 mins of responding to a task designed to apply the learning
(using Pomodoro Technique) Practice and feedback



25 MIN	5 MIN	25 MIN	5 MIN	25 MIN	5 MIN	25 MIN	15 MIN				
15 MIN	25	30	45	55	60	75	85	90	105	120	135

WORK

BREAK

Own time : 60 mins
Submit the task (there will be a deadline)
Receive feedback
Resubmit the task

Week 2: **Change/Launch Storytelling**

Week 3: **Story Listening and Data Storytelling**

What are the learning outcomes?

At the highest level, the program helps participants to influence decisions, engage audience and inspire for action.

Participants who fully engage with the workshop can expect the following outcomes:

- Your presentations will lead to desired outcomes or a high level of interest
- Your messaging will be much more memorable, understandable and actionable
- You'll be much more successful when pitching ideas, initiating change and driving results
- You'll communicate change in a way that not only will it excite the mind but also provide the route to the heart to want to change
- People with strongly held views will be more open to changing their mind and seeing your point of view

Which other brands have attended this workshop?

Here are some of them:



*I hope this answers most of your questions.
If you have any more questions, please feel
free to get in touch with us.*



Your success is just a story away!

Story On!

Anjali Sharma

Anjali Sharma
Managing Director
Narrative: The Business of Stories