



## Business Story Telling

Why do we learn and listen more effectively when stories are told to us? They can be devoid of facts and figures, yet they resonate, connect and drive us to action. Open with a powerful evocative sentence and you have your audience hooked. The chemicals in their brains want more. We have been doing it for years and despite all our technological advances it remains one of the most effective methods of communication known to us. Stories and storytelling is part of who we are. It is hardwired into all of us.

“Over the years, I have become convinced that we learn best -and change-from hearing stories that strike a chord within us...Those in leadership positions who fail to grasp or use the power of stories risk failure for their companies and for themselves”

Dr John Kotter  
Professor of Leadership Emeritus  
Harvard Business School

Beyond a factual and intellectual connection, great companies, leaders and managers know the most effective way to engage with staff, clients and customers is emotionally.... *and stories are the perfect medium.*

If you want to present your company or yourself in a vibrant and memorable way, then this one day highly practical workshop is for you. We will not be telling. We will be showing ....and *you will be doing.*

What you will be doing:

- Discovering your natural story telling ability
- Learning about the science and art of story telling
- Understanding and applying the recipe for good story telling
- Selling, promoting your organisation, department, business, team or you - *through story*
- Personalizing your data and figures
- Entwining your desired take away message in story
- Practicing....and more practicing

**Stories.  
Connect.  
People.**

**WorkingLife**  
PEOPLE CONSULTANTS

**Leadership Stories, Management  
Stories, Safety Stories....what type of  
stories do you want to tell?**

**TOLL FREE 1300 369 072  
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