

STORYTELLING IN BUSINESS

WHAT IS IT ABOUT?

Persuasion is the centerpiece of business activity. Customers must be convinced to buy your products or services, employees and colleagues to go along with a new strategic plan or reorganisation.

But most executives struggle to communicate, let alone inspire. Too often, they get lost in slides and dry memos.

You can engage listeners on a whole new level if you learn to tell good stories instead. In a story, you not only weave a lot of information into the telling, but you also arouse your listener's emotions and energy.



WHAT WILL YOU LEARN?

- Understand the power of storytelling and how it can help you to make your presentations engaging and memorable
- Learn what it takes to build a good story and what kind of stories you can tell in a business context
- Learn how to deliver your message effectively by engaging your audience both emotionally and rationally
- Learn how to use your voice effectively

**STORIES UNITE DATA
WITH EMOTION**

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COMMUNICATION 

WHOM IS IT FOR?

Anyone who looks to inspire and engage his/her audience through the power of storytelling

METHODOLOGY, TOOLS, TECHNIQUES TAUGHT

Dramatic structure:

- How to tell a good story?
German novelist and playwright Gustav Freytag identified the key elements required for a good story: exposition, inciting incident, rising action, climax, falling action and denouement.

Learning for the curious 