

## Telling powerful stories

### Overview

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There are many reasons why John Lewis uses stories in all their Christmas adverts, why every Ted Talk contains a crystal-clear narrative, and why inspirational leaders across the world use stories to convey their most important messages.

Stories have been used since the dawn of time to enable us to connect with other people, and a well-crafted narrative can create a physical, emotional, and even hormonal reaction in others. It's that power that makes stories more impactful, memorable, and ultimately more persuasive than many other forms of communication.

But how do you create a really compelling story? When is the right time for story-telling? And how can we deliver stories impactfully, even if we're not natural narrators? This session will answer all those questions and more.

#### The workshop will cover:

- What powerful stories can achieve
- How stories work and why they can be so influential
- The key characteristics of an effective story
- Different ways to tell stories, including through images and data
- Frameworks for creating compelling narratives

#### Learning outcomes:

- Learn how to create powerful stories to influence other people
- Learn how to present narratives in a range of different ways
- Learn how to deliver stories with impact

#### Who should join this workshop:

*Anyone who needs to communicate effectively and influence other people.*

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