

# STORYCRAFT

## Magical Storytelling for Results

Communication Training



### Learning Objectives

After participating your team should be able to:

- Confidently transform facts, data or talking points into strong purposeful narrative
- Understand how to move from basic to compelling stories
- Use personal authenticity to move from telling a story to true 'story spinning'
- Change and evolve stories based on differing audiences

### Duration

1 day: 9am – 5pm

### Number of participants

Maximum participants is 20

### Who should attend

All levels, all disciplines.  
Any combination.

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416-725-4393

### About the Workshop

**\*NOTE: For organizations wanting to craft stories specific to a brand, product, or service, Storycraft can also include an additional half or full day module designed to provide time, structure and content to allow you to walk away with corporate stories designed for your specific audiences.**

What is it about our brains and hearts that can't resist a good story? Whether we're intent on sharing ours, or sucked into hearing someone else's, the desire runs deep in our brains, DNA and human nature.

So what makes one story stick and another forgettable? Are there elements that every story must have to succeed? Can a storyteller alone make or break a story? And, most importantly, can a business story still feel authentic despite an agenda?

Storycraft explores, deconstructs and then reconstructs the art and craft of developing and delivering strong and compelling oral narrative. You'll learn everything from the essential elements of all stories, to finding the true authentic heart of a story, how to take anyone's story and credibly make it your own, through to shifting story elements to compel, sell and convince different audiences.

You'll also discover the difference between simply telling a story and being an irresistible 'storyteller'. Learn to tap into your unique superpowers to infuse emotion, relevance and passion into your tales – no matter what the content – and make sales feel more like seduction.

Regardless of the scenario or challenge, Storycraft will lay a powerful foundation for storytellers both in out and of a corporate environment. From leaders to new business people, pitchers to promoters, brand ambassadors to brand builders, Storycraft will help you to define, refine and release your inner yarn spinner and get the results you want.

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