



COURSE NAME

The Art of Storytelling - Certified Program by Design Thinkers Academy

COURSE DURATION

Three days

COURSE DESCRIPTION

This course teaches participants how to use storytelling to communicate effectively in a business context. Participants will learn how to craft compelling stories, deliver effective presentations, and engage audiences. The course covers topics such as narrative structure, audience analysis, and visual storytelling.

COURSE OBJECTIVES

To help participants develop their storytelling skills and use them to communicate more effectively in a business context. You will also be learning the economic benefit of storytelling, structure and frameworks, components of a good story and choices for effective delivery.

COURSE OUTLINES

DAY 1

I. Introduction to Storytelling

- Definition of storytelling
- Importance of storytelling in various contexts (business, personal, cultural)
- The power of storytelling to engage, inspire, and connect with others.

II. Elements of a Compelling Story

- Character development
 - Creating relatable and memorable characters
 - Establishing protagonist and antagonist roles
- B. Plot structure
 - Introduction, rising action, climax, falling action, resolution
 - Building tension and conflict
- Setting and atmosphere
 - Creating a vivid and immersive world
 - Using sensory details to enhance storytelling
- Theme and message



- Identifying the core idea or moral of the story
- Crafting stories with a purpose

DAY 2

III. Storytelling Techniques and Tools

- Narrative arc
 - Using the hero's journey or three-act structure
 - Mapping story progression and character growth
- Dialogue and voice
 - Writing authentic and compelling dialogue
 - Developing distinct voices for different characters
- Descriptive language
 - Enhancing storytelling with vivid and evocative descriptions
 - Using metaphors, similes, and other literary devices
- Pacing and suspense
 - Controlling the rhythm and tempo of the story
 - Building anticipation and keeping the audience engaged

IV. Engaging an Audience through Storytelling

- Understanding the audience
 - Tailoring stories to different demographics and interests
 - Creating emotional connections with the audience
- Storytelling mediums
 - Leveraging different platforms (oral, written, visual, multimedia)
 - Adapting storytelling techniques to different mediums
- Presentation skills
 - Public speaking techniques for effective storytelling
 - Engaging body language and vocal delivery

DAY 3

V. Practice and Feedback

- Storytelling exercises and activities
 - Writing prompts and storytelling challenges
 - Group storytelling and improvisation exercises
- Peer and instructor feedback
 - Constructive critiques and suggestions for improvement
 - Identifying strengths and areas for growth

VI. Applying Storytelling in Various Contexts



- Business and marketing
 - Using storytelling to convey brand identity and values
 - Crafting compelling narratives for products and services
- Personal development and communication
 - Storytelling as a tool for self-expression and reflection
 - Enhancing interpersonal connections through storytelling
- Cultural and historical preservation
 - Preserving and sharing cultural heritage through storytelling
 - Using storytelling to teach and pass down traditions.

VII. Conclusion and Next Steps

- Recap of key concepts and techniques
- Encouragement to continue practicing and refining storytelling skills.

TRAINING METHODOLOGY:

- Pre-assessment
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- slides and handouts
- Post-assessment

DELIVERY METHOD:

- In person
- Online