

Storytelling for Professional Impact

Face to Face	ISOC London or Dubai
Live Online	ISOC Studio via Zoom
Contact	training@isoc.com
Duration	half-day or one-day versions available

**SHORT COURSES
FOR PROFESSIONALS**

Storytelling for Professional Impact



Course outline

This short course on storytelling in business and the workplace is one of the most popular workshops in the ISOC soft skills suite. Storytelling is the most ancient and primal tool of human communication. Our brains are literally wired to send and receive ideas in the form of stories. When you wrap an idea in a story, it can work like a kind of magic: great stories have the power to magnetise attention, embed themselves in memory, to inspire behaviour change and connect people together.

We are all storytelling creatures: we love stories in books and movies; we tell stories to children and friends; but rarely in professional life. Let's put stories to work! This workshop is about how we can unlock the power of storytelling in business and at work, from the practical pleasure of using stories for impact in meetings and presentations, right up to strategic narratives for branding and corporate reputation.

LEARNING OUTCOMES

After this course, you will be able to:

- Define a theme for a story that serves a specific useful objective
- Apply insights about the psychology of storytelling to amplify the impact of your stories
- Plan a structure for your story, with inspiration from classical and modern narrative templates
- Develop your story with key narrative processes and ingredients
- Deliver your story effectively in person

Who should attend?

This is a universal course designed for professionals at all levels and in all industries, whose role involves communication with stakeholders and colleagues in the workplace.

Course agenda

Themecraft

This module covers how to choose and define a core idea, message or theme that will give a story coherence and impact.

- Why stories work: the neuroscience and psychology of storytelling
- Connecting to your audience: the social and interpersonal meaning of stories
- Choosing and refining your story's central idea
- "Red Threads" and "Throughlines"

Storycraft

This module covers how to develop a narrative concept into an engaging and colourful story.

- Classical storytelling: the seven universal structures
- Modern storytelling: Hollywood rules for storytelling
- Practical storytelling: TED guidance for storytelling
- Essential ingredients: characters, places, senses, suspense

Storytelling

This module covers a set of “soft skills” that effective presenters use to draw listeners in when they tell stories.

- “Priming” techniques to unlock your inner storyteller
- Voice and body language
- Audience connection and engagement
- Opening and closing for impact



Training at ISOC



About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).

WHAT TO EXPECT

Learning at ISOC is fun, stimulating and effective

- Classes are based on interactive learning not lectures
- Training is built on real-world skills, not abstract theory
- Courses are short and intensive, designed for busy professionals
- Content is updated to continually to reflect innovations in best practice
- ISOC Accredited Trainer Programme faculty are top industry professionals, not academics

**ISOC courses are fun, stimulating,
interesting, and designed around
practical skills that you can put to
work straight away**



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