

STORY TELLING



PREFERRED TRAINING
NETWORKS



**YOUR TRUSTED
LEARNING AND
DEVELOPMENT
ADVISOR**

There has been phenomenal growth in the number of managers learning the art of storytelling and storyboarding. Too many managers rely on multiple slides and bore their audience to death. Imagine the difference if your management could inspire and motivate your staff by telling stories. Imagine if they could imprint critical information for instant retention.

This storytelling course was designed by a psychologist and is peppered with NLP learning techniques. If you are looking for an easy way to keep your staff and customers engaged, then this course is perfect for your managers.

KEY COURSE CONTENT

- Harness the power of congruent and conflicting metaphors.
- Calibrate preferred learning styles.
- Understand the psychology of NLP communication styles.
- Practice the art of storyboarding.
- Use stories to keep the audience entertained.
- Learn from the world of dramaturgy.
- Analyse 2 case studies - Disney and Borders.
- Activate cognitive movies.
- Learn the art of pause and reflection.
- Use fictitious platforming techniques.
- Pepper your performance with intangible and motivational cues.
- Anchor your key points and use reinforcement platforms.
- Plan and prepare your story for maximum impact.

NUTS AND BOLTS



Target Audience

Leaders and managers



Duration

Available as a full-day or half-day course



Delivery

Available in-person at your organisation/venue, or virtual



Group Size

Recommended 4 to 10 participants



Resources

Participants receive a certificate of completion & can opt for a free follow-up refresher course with the original trainer

GET A QUICK QUOTE

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