

Creating Compelling Narratives

Ever since we first started drawing on cave walls, narratives have been a crucial part of human behaviour, helping us to engage, inform and motivate others. We continue to respond to narratives because they engage the emotive part of our brain. The message at the heart of a narrative becomes more memorable as a result. Therefore, being able to create engaging narratives which can prompt people into action remains a valuable skill in any environment.

Description

A huge amount of thought and effort goes into creating a truly compelling narrative. It needs structure; a beginning, a middle and an end. It needs characters and context; an incident or conflict; and it needs resolution. It needs compelling language, engaging anecdotes and handy metaphors to help build an audience's comprehension of what they're being told. Alongside that, it requires an understanding of that audience's motivations and communication preferences and what they're looking to get out of hearing a story.

This course covers all the fundamental elements of a compelling narrative. It does this alongside other workplace considerations such as why you would want to tell stories at work, when, where and to whom. As well as the delivery mechanism, you'll be encouraged to think about the message(s) you're trying to convey, how you want to make people feel and the actions you'd like them to take as a result.

What does it involve?

This course features online learning and a 3 hour workshop that starts by exploring what makes narratives so powerful. You'll look at the typical components that are found in any memorable narrative and will be introduced to several different models for creating your own narratives. These will consider the value of keeping things simple, of using evocative language or tapping into universal themes (such as chaos, power or community) that all readers should be able to associate with.

You'll also learn about the planning that goes into a good narrative. This involves thinking carefully about why you need to tell a story; whether that's to inspire, to create connections or to stimulate change, for example. It means articulating what you know about your audience and how this affects the narrative. It even means thinking about when and where you'll tell your story; right at the start, in the middle of something else or even as part of a string of related stories. At the end of the workshop, you'll also have the chance to practise creating a narrative, using a story to help deliver an important work message.

Following the workshop there are frameworks and activities to help you plan and create effective narratives which will achieve your desired communication goals.

What's the outcome?

After completing this course, you'll be able to create compelling narratives and tell inspiring stories tell inspiring stories. You'll be able to identify audience's communication needs and preferences, able to adapt your style accordingly and demonstrate how to engage people through compelling narratives.

Learning activities

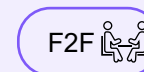


Workshop



Online activities

Delivery method:



Estimated learning time:

4 hours 45 minutes

How to book

bookings.governmentcampus.co.uk

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