

Storytelling: Communicating to Inspire

Storytelling is a human instinct. It can be used to communicate complex ideas, to appeal to people's emotions, and to inspire and engage. By introducing you to basic storytelling techniques, this workshop will help you acquire the skills you need to get your points across with more impact.

Description

Are you about to launch a new strategy or plan for your area? Do you need to engage your team in a change initiative? Have you started a new role and want to make a powerful impact on your team? This workshop introduces you to basic storytelling techniques and gives you a taste of how they can be used to communicate with diverse groups of people. You will also have the opportunity to practise and receive feedback on your storytelling skills.

What does it involve?

The majority of the learning is delivered in a 3-hour workshop featuring some theoretical input and exercises. Ahead of the workshop, you will be asked to think about a situation at work in which you were required to tell a story. There is also some non-mandatory pre-reading introducing you to the theory behind storytelling and the impact it can have.

What's the outcome?

During the workshop, you will practise using a storytelling structure for a real situation, receive feedback on the impact of your story and have an opportunity to refine it and re-deliver it. This means that, by the end of the learning, you will be able to employ storytelling techniques in high-pressure situations and speak with real enthusiasm, passion and clarity. You will also have an understanding of the effect nerves may have on your ability to communicate clearly.

Learning activities



Delivery method:



Estimated learning time:
3 hours

How to book

This topic is for the Senior Civil Service (SCS), Grade 6 and Grade 7 civil servants

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