



Brownlee & Associates, S.L.
Paseo de los Olivos, 20, 1ºB,
Madrid, 28011, España.
Tel: (34) 91-526-2505
Web: www.brownlee-associates.com
Correo electrónico: brownleeassociates@gmail.com

Storytelling for Medical Specialists

Target Group:

Any health care professional who wishes to use storytelling techniques in a health care context **without using PowerPoint** or any other presentation programme.

Student-centred objectives:

At the end of the day the attendees will be able to use their new skills to:

- Improve patient compliance with their medication protocol.
- Help motivate quality-of-life changes.
- Elegantly suggest a specific course of action.
- Apply the skills to other áreas both professional & personal..
- Use appropriate verbal and non verbal communication.
- Use elements of Ericksonian / conversational hypnosis in their stories.

Course content:

- Storytelling in context.
- Timing
- The psychology of storytelling.
- Anecdotes vs presentations vs Storytelling
- Points to Consider.
- Deductive vs Inductive reasoning
- Content elements.
- Basic principles of storytelling.
- Structure(s) of stories.
- Application in business.
- Nonverbal communication.
- Verbal communication.
- Digital anchors
- Analogical anchors

- Objective correlative
- Amnesia / Hipernesia
- Ideosensory trance
- Time distortion.

Methodology:

Every element will be followed by practical exercises – individual, pairs and triads – designed to reinforce previous elements while incorporating the new material. Attendees will be videotaped during the session.

Duration: 09:00h – 18:00h. (8 hours)