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Using storytelling in a business context

Target Group:

Anyone who wishes to use storytelling techniques in a business 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:

- Reduce undesired behaviour in their team / organization
- Help initiate and influence change.
- Elegantly suggest specific courses of action.
- Apply the skills to other areas both professional & personal..
- Read & 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)