

Powerful Storytelling: *the art of persuasion*

Story telling is an ancient art and remains one of the most powerful ways to communicate a message. This course focuses on strengthening your story-telling powers by exploring:

- why stories are a powerful communication tool
- what makes a great story
- how to create stories using tools like, *The Heroes Journey* to inspire you, your teams and clients

These skills will help you to:

- connect with new clients, international stakeholders and prospects to build relationships
- communicate a compelling argument
- present technical or legal information simply, persuasively, and memorably

The session will be dynamic and interactive. You will work in groups on various exercises (including voice and body language development), actively presenting and applying the skills to real-life situations where you need to be at your most persuasive.