Effective Storytelling

Course Description:

Effective storytelling and communication skills are essential for career success and personal achievement. These skills can lead to promotions, better working relationships with peers, management, and customers. If your path is towards leadership, mastering effective 'storytelling' is critical

Course Objectives:

The most effective way to engage others is with storytelling: human beings are wired for them. Our brains often don't distinguish between fiction and reality; therefore, we immerse ourselves in stories as if we were a part of them.

In this course, participants will:
- Understand what effective storytelling is.
- Learn how to put storytelling into action.
- Learn how to build rapport, trust, and credibility through storytelling.
- Learn the various communication styles and how to adapt to them.
- Use expression to communicate your story.
- Storytelling translates into improved relationships.
- Storytelling increases bonds between people and cultures.