

# Story Telling & Story Boarding for Managers

A PROVEN METHOD OF DELIVERING CLEAR MESSAGES & MOTIVATING PEOPLE

There has been phenomenal growth in the amount of managers learning the art of story telling and story boarding. Too many managers rely on multiple slides and bore their audience to death. Imagine the difference if your management could inspire and motivate your staff by telling stories. Imagine if they could imprint critical information for instant retention This course was designed by a psychologist and is peppered with NLP learning techniques. If you are looking for an easy way to keep your staff and customers engaged then this course is perfect for your managers.

Here is a quick exercise

Put together some PowerPoint slides about your company, your clients, the year you commenced business and your strategic direction. Now show it to your employees and note them drifting in and out of consciousness. They will be bored and uninspired.

As an alternative, tell a story about your company, why it was set up, the difficulties it faced, where the organisational values came from. Use a story board to show the reasoning behind your strategic objectives. Your audience will be engaged and motivated to get behind your strategic objectives.

There are 14 proven rules to telling great stories. To whet your appetite we've listed 3 of the rules:

**Rule #5** – Create visual metaphors. Strong visual metaphors used in the right sequence can keep any audience on the edge of their seat (no matter what the topic is).

**Rule # 8** – Build rapport and trust. Most managers are aware of the critical importance of rapport and trust. However very few managers have a tool kit of practical ideas to build rapport and gain trust. Unlock the power of fictitious platforming techniques

**Rule # 10** – Embed emotional triggers and cues – This part of story telling is not for the faint hearted. The story teller needs to dig deep to bring out emotive cues to connect deeply with the audience. The emotional cues and triggers need to be planned and strategically placed into the story for maximum impact.

“ People have forgotten how to tell a story. Stories don't have a middle or an end any more. They usually have a beginning that never stops beginning. ”

*Steven Spielberg*



## Key learning outcomes

Your **Story Telling and Story Boarding for Managers** program will give participants the skills to:

- Harness the power of congruent and conflicting metaphors
- Calibrate preferred learning styles
- Understand the psychology of NLP communication styles
- Practice the art of story boarding
- Use stories to keep the audience entertained
- Learn from the world of dramaturgy
- Analyse 2 case studies - Disney and Borders
- Activate cognitive movies
- Learn the art of pause and reflection
- Confront and challenge negative thinking styles and norms
- Use fictitious platforming techniques
- Pepper your performance with intangible and motivational cues
- Anchor your key points and use reinforcement platforms
- Plan and prepare your story for maximum impact
- Play with ambiguity perception and mood to build interest levels
- Help the audience learn through experiences
- Boost retention level of critical information
- Conduct a 90 second image audit
- Fine tune for maximum clarity

## Would you like to attend this program?

- For maximum effectiveness, this program is best conducted as an in-house program.
- **Ideal group size:** 4 – 9 participants.
- **Venue:** For your convenience, you can choose to conduct this program at your business premises. Alternatively, we can provide a training venue at a small additional cost.
- **Duration:** This program can be conducted as a one day or half day program.
- **Cost:** Price on request.
- **Target Audience:** Employees, Supervisors, Team Leaders, Senior Managers or CEO's.

If you would like more information on this training program, please contact:  
Melinda Carlisle - Marketing Manager 03 9805 8000 Email: [mcarlisle@preftrain.com](mailto:mcarlisle@preftrain.com)  
or visit our website today.

[www.preftrain.com](http://www.preftrain.com)

