



Convincing with storytelling

Use storytelling wisely to capture attention and reinforce the impact of your speeches

Objectives:

- Mastering storytelling methodology
- Creating a convincing, motivating and unifying narrative
- Bringing it to life with effective visual aids

Contents:

Storytelling tools

- Knowing the basics
- Mastering narrative schemes
- Adapting them to professional presentations

Creativity

- Letting go
- Invent
- Allowing yourself to think outside the box

Storytelling and animation

- Incorporate impactful rhetorical elements
- Support it with original visual aids
- Present it to the audience for feedback

Duration: 2 days

Public and prerequisites: Executives, managers, marketing and sales managers - No prerequisites.

Price: Upon request

Quilotoa learning method:

Based on theatrical techniques, active and practical, it aims to give each participant the autonomy that is essential for lasting progress. Theoretical points of reference, passed on interactively, complement the practical exercises to help participants grasp the material.

Assessment:

Ongoing assessment: as the course progresses, during the various simulations.

At the end of the course: on a summary exercise.

After the course: via an online form.

People with disabilities:

Our head office welcomes people with reduced mobility. For further information, please contact our disability officer : n.barbey@quilotoagroup.com