

STORYTELLING : CAPTIVATE YOUR AUDIENCE



Training in public speaking

Since the dawn of time, people have loved stories of all kinds (folktales, myths & legends, accounts) and in all their forms (tales, books, comics, movies).

Storytelling is the art of telling stories for communication. It makes it possible to engage your audience.

During this training course, you will learn to build a story based on a strong narrative structure.

You will also discover ways of finding inspiration in your background, your readings or in the news.



Objectives

Learn the elements of a good story
Find sources of inspiration
Give impact to your story

Training duration

2 days in person (14h)
or 4 half days online

Number of participants

Up to 6 people

Audience

Experts, researchers, engineers

Educational resources

Theoretical and methodological background, practice on material brought by participants, group exchanges, exercises

Evaluation procedures

Questionnaire at the beginning and at the end of training (self-evaluation)

Prerequisites

None



Program

Learn the elements of a good story

Include disruptive elements, internal and external struggles, a turning point, guides, the resolution, etc.

Find sources of inspiration

Draw anecdotes from your own life story
Bounce on the news
Draw inspiration from readings, movies, podcasts
Listen to your clients

Give impact to your story

Find a good hook
Shorten and simplify your sentences
Learn to get to the point
Work on the ending