

Inspiring through storytelling - ENG

1 jours - 7,00 heures
Programme de formation

Objectifs pédagogiques

Pedagogical objectives

- Placing your communication on a more emotional level
- Understanding the value of storytelling
- Making the difference between telling and describing facts
- Drawing on your own experience and background to express your convictions more personally
- Selecting stories that can inspire
- Knowing different narrative structures
- Applying these models to our professional situations Gaining in presence and charisma

Compétences visées

- Engaging attention by recounting a real-life experience
- Distinguishing between a description of the facts and a story
- Applying narrative models to set the scene for the idea to be conveyed
- Raising the dramatic tension to inspire even more

Description / Contenu

Description / Content

Stage 1: Sharing emotions

- Why share emotions?
- What impact do they have on listening and engaging your audience?
- Why are images and stories more memorable?

Collaborative workshops and application exercises

Stage 2: Use your experience

- Why get personally involved in communication?
- What moments in my life are rich in experience for me?
- What can I tell my audience about myself that will be useful?

Application exercise : a particular day

Stage 3: Building your storytelling

- How do you turn a presentation into a narrative? The 5 stages to follow
- What are the narrative models? The 3 acts, the hero's journey, etc.
- How do you build up the dramatic tension? The twists and turns, the climax, etc.

Application exercises: building a story in teams

Stage 4: Practising storytelling to mobilise people

- Preparing to tell a story
- Practising telling a story

Summarising exercises : mobilising an audience around a story

Presenting a product or project in storytelling form

Modalités pédagogiques

Educational format

On site : one day





Remote : 2 x 3,5 hours workshops via Teams, GoogleMeet...
Individual coachings if needed

Moyens et supports pédagogiques

Educational resources and supports

- Slide show PPT
- Pedagogical video
- Pedagogical Support
- Digital Tools (Mentimeter, Jamboard ...)

Modalités d'évaluation et de suivi

Evaluation and monitoring methods

- Exchange with trainer about expectations of the trainees
- Evaluation of the trainees by the facilitator
- Evaluation survey sent to the trainees at the end of the training

Nous sommes à votre écoute au 01 47 66 25 20

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