

Storytelling - ENG

2 jours - 14,00 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

- Capturing attention by recounting a real-life experience
- Increasing dramatic intensity to engage your audience
- Communicating emotions when you speak
- Applying narrative models to build your storytelling

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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: Using 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 : 1 or 2 days





Remote : 2 or 4 x 3,5 hours via Teams, GoogleMeet, Zoom...
Individual coachings if needed

Moyens et supports pédagogiques

Educational resources and supports

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

Modalités d'évaluation et de suivi

Evaluation and monitoring methods

- Self-positioning by participants on a digital platform shared with the trainer (at the beginning and end of the course)
- Assessment by the trainer at the end of the course
- On-the-spot assessment immediately after the course
- REX - One-hour practice-sharing workshops one or two months after the initial training course
- Post-training assessment one or two months after the course
- Performance questionnaire sent to the customer three months after the course

Nous sommes à votre écoute au 01 47 66 25 20

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