



e-learning

Storytelling

You are standing before your colleagues and superiors, describing what you think is the perfect solution. But you notice that you have lost their attention.

How can you make sure your ideas are heard?

The storytelling method can help you explain complex topics in an understandable manner, tailor your presentations to your target group, ensure your audience remembers you, and make a successful elevator pitch, among other things. Move people with authentic stories. Get people's attention and convince your target group!

Booking Number: **34901**

Group of participants:

For all, who want to become better at personal branding, who want to place their ideas better with their audience in meetings, who want to convince internally as well as externally.

Duration: **approx. 1,5 hours**

Language:

Unit price:

€ 49,- zzgl. MwSt. | € 58,31 inkl. MwSt.

Package prices from 50 licenses on request

Learning objectives

- ✓ You will know what the storytelling method means and what added value it has for you personally.
- ✓ You will understand what effect storytelling has on the brain and how the method stays in your head.
- ✓ You will know how to “rope in” your audience, i.e. how to use a plot to awaken their interest.
- ✓ You will know what options there are to structure a presentation or consultation in a creative way and will be able to apply that knowledge.
- ✓ You will know how to illustrate complex topics using suitable examples and will be able to combine the hard facts with the soft facts.
- ✓ You will know what types of listeners there are and how you can speak to them when telling a story.
- ✓ You know how to find appropriate stories.
- ✓ You will know how an elevator pitch works and how it is structured.
- ✓ You will know what core topics you must address so that your audience will be able to remember what you said in a short space of time.

Contents

- What is storytelling?
- The storytelling method
- Neurobiological background information
- How can I use dramatic effects in my storytelling?
- Make yourself heard
- The seven archetypes
- How do I tailor my story to my target audience?
- Pay attention to the essentials
- Convey your message in a suitable way
- How do I come up with my stories?
- What makes an elevator pitch good?
- Short and sweet
- Structure and composition



Information on the web

www.haufe-akademie.de/34901



Let us advise you

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