

STORYTELLING FOR POWERFUL RAPPORT WITH YOUR CLIENTS & AUDIENCE: DELIVERING PRESENTATIONS & SPEECHES

**Programme with award winning storyteller Cyndi Freeman,
The Story Studio, New York**

CONTEXT

In your career, every day, you want to *move* someone -- a customer, co-worker, client.

You want to grab her attention, appeal to his emotions, inspire their actions. But if you don't know how to turn information into a compelling and memorable story, you will not move people as effectively. Powerful storytelling is not magic. It's a craft to be learned, step-by-step. In this workshop, you will master a foolproof method of creating a story for full emotional impact - a method that you can use again and again.

You'll create your own stories here. Meaningful and engaging narratives built from the moments in your professional and personal life that will persuade, instruct, and inspire colleagues and clients. This is an investment that will last a lifetime. You can become a great communicator -- one who doesn't just speak, but gets results. So be heard! Be remembered! And create the change you wish to see in your business with clear and compelling storytelling.

YOU WILL:

- Use the 6 Senses to trigger emotional responses.
- Master the 5 Beats of classic story structure.
- Drive a narrative arc toward a surefire selling point.
- Move listeners through your body language, facial expressions and vocal range.
- Work on prepared stories AND off-the-cuff improvised ones.
- Cut the clutter by zeroing in on the most essential moments.
- Walk away with a method for brainstorming on and creating new stories whenever you like.

WHO SHOULD ATTEND?

This programme is suited for experienced business leaders seeking new techniques for winning results; emerging leaders who seek innovative ways to create value; and sales people seeking to improve their storytelling skills for daily business activities.

AGENDA

What Is a Story?

Two elements that separate stories from non-stories.

What Makes Stories Told For Business Special?

Knowing your story's message before you start to speak.

Choosing the right story for your audience

Grabbing attention with story scenes

Scene, Summary and The 6 Senses

Bringing emotions to life in stories.

Scripted Tales

Using your body, your voice and your smarts to address a specific audience.

How Do You Prepare To Share A Story?

Structuring a Satisfying Narrative

The 5 Beats of Classic Story Structure

Inciting Incident Rising Action, Main event and resolution

Speaking to Listeners

Envisioning the hopes, fears and biases of your audience.

FACULTY



Cyndi Freeman is the instructor of The Story Studio in New York City and Los Angeles. The Studio trains corporate business executives for more engaging storytelling. Some of their recent clients include Google, Chanel, IBM, Johnson & Johnson, Pfizer, The New York Stock Exchange, American Express, Deloitte, and more. In Latvia they have led corporate workshops for Deloitte Baltics, and E&Y Baltics.

Cyndi Freeman is a two-time NY Fringe Festival award winning solo performer and storyteller with 20 years of experience. Her teaching credits include the 5 years with the Moth Community Outreach program. Her performing credits include: RISK!, The Moth, The Liar Show, Adam Wade's Super Stories, Seth Lind's Told, Stripped Stories & And I Am Not Lying. Her solo shows have been presented in Boston, Amsterdam, Ireland, The UK, the Edinburgh Festival Fringe Festival and NYC Campus Comedy on HBO, and on Showtime.

Videos:

Corporate Storytelling Workshops – General Introduction:

<https://www.youtube.com/watch?v=XqioYDknqlk>

Cyndi Freeman in action: (video starts 2min 36 sec)

<https://zendesk.wistia.com/medias/g2b8wh2m8i>

PARTICIPANTS SAY

“Step by step I was led through the difficult task of building a story. And it worked!”

Raina Loka, Country Manager at Lego Group

“This is a very professional programme - trainers know what they are talking about. Many hands-on examples.”

Imants Sinka, Country Manager at Merck Sharp & Dohme

“This programme is great addition to your presentation skill-set.”

Ansis Grasmanis, former CFO at Swedbank Latvia

“I discovered great tool to make my business presentations more engaging and memorable.”

Roberts Samtins, Co-Owner at AJ Power Energy Company

PROGRAMME INFO 1 DAY (if sharing 50 % costs with other company) 2 DAYS

Time: One full day: 9.00 – 17.00

Fee: 5000 USD

Additional expenses: 700 - 800 EUR (travel NYC-Riga-NYC & 2 nights accommodation), EUR 500 + VAT provider's commission

Fee includes: Tuition, materials, pre-work (content customization)

Number of participants: Unlimited, however group around 20 is the recommended number

Location: Upon customer

Time: Two full days: 9.00 – 17.00

Fee: 10 000 USD

Additional expenses: 1400 – 1600 EUR (travel NYC-Riga-NYC & 4 nights accommodation), EUR 1000 EUR + VAT provider's commission

Fee includes: Tuition, materials, pre-work (content customization)

Number of participants: Unlimited, however group around 20 is the recommended number

Location: Upon customer

CONTACT INFORMATION

Anda Klavina Consultancy

Executive Education Network Director

Anda.Klavina@leaderswithguts.lv

+ 371 28276937

www.leaderswithguts.com

***Your business is in your stories - tell them
with all your heart!***

Kevin Allison, comedian