



*Training Course:  
Corporate Story Telling*

*5 - 9 August 2024  
Amsterdam (Netherlands)  
Grand Hotel Amrâth Amsterdam*

## Training Course: Corporate Story Telling

Training Course code: PS234749 From: 5 - 9 August 2024 Venue: Amsterdam (Netherlands) - Grand Hotel Amrâth  
Amsterdam Training Course Fees: 5250 € Euro

### Introduction

Storytelling techniques such as character and plotting only work when they are situated within a powerful story world. The world of your story is more than the sum of its parts - it's the meta-narrative device that drives every aspect of your business/ Corporate, shaping and holding together your characters or colleagues, your stories or messages, and your themes or brand. The world you create also determines your corporate story's feel, tone, and voice - the colors, atmospheres, and emotional experiences.

During this training course, you'll examine and apply theories of story world-building from screenwriting, to the world of business. This will help you understand how others see and experience your organization, and how you can leverage this crucial aspect for a brighter business future. You will also learn how creative non-fiction techniques can help you work with your teams to inspire more creative and collegial practices, ensuring that everyone is living in the same world and contributing to the same journey.

You will also bring to the story table your own issues and challenges, working with other business leaders in a creative and collaborative setting to problem solve.

### Course Objectives

Upon successful completion of this course, you should be able to:

- Understand how story worlds are created in fiction and can be enhanced by creative non-fiction
- Understand your business as a world that has both internal and external stories to tell and sell
- Use storytelling skills to understand problems and deliver change
- Use story analysis skills, being able to identify and apply theory in practice
- Map, plan, and apply the concept of a story world to your own business or organization.

### Target Audience

The Corporate Story Telling Training course is Suitable for:

- team leaders
- managers and senior managers
- People who are looking to develop their corporate storytelling techniques
- employees within all sectors including not-for-profits, charities and community groups.

### Course Outlines

#### Day 1

##### Your external story world

- Introduction to the concept of a story world

- Building a story world
- What is a business/ Corporate story world and why do you need one?
- Examine case studies and apply your learning to your own business or organization.

## Day 2

### Your internal story world

- Finding the story of your place and your people
- How to shape your internal story world
- History, myth and the power of narrative
- How are you telling your story to your staff?

## Day 3

### The story rooms

- How have other business leaders adapted to change?
- How can a story world save or reinvent a business?
- Your issues and challenges - collaborative story problem-solving.

## Day 4

### Story development

- Types of stories
- Narrative forms
- Analyze story case studies
- Think about how you can adapt them to communicate your business stories.

## Day 5

### Workshop

- Work on a practical example
- Create an inspiring business story using the key principles
- Present your story to the group for feedback.

## Registration form on the Training Course: Corporate Story Telling

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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