

WHAT YOU WILL LEARN

In this course you will learn how to involve your audience and how to heighten their eagerness to act. You will do this shaping your talk in the context of already present desires in the audience. The next step is adding tension and excitement with story tools.

The main effect of using stories is that your audience start to want something. Desire is the key difference between presentations with without stories. These tools can be used in every talk to help involve and excite your audience. They can also be used for writing stories or reports.

The first step is to look at the structure of great stories. It turns out that all stories, however different at first glance, have one and the same format. Secondly, you will learn to use that format to shape your presentations. Next you will learn what it takes to make your audience curious by using arcs of tension. And, last but not least, you will learn to present like a storyteller and tell your story in a way that supports the content throughout. You will receive a recording of your performance.

All in all you will learn to:

1. understand how great stories work
2. construct stories for your own content
3. optimise your stories by optimising story functions
4. create a compelling through line in your story
5. make your audience curious using arcs of tension
6. help your audience to act afterwards
7. present the beginning of your story in an exciting way
8. present the story like a storyteller

PRACTICALITIES

Excite Your Story consists of three half days with meetings every two weeks. Homework in between sessions adds up to four hours in total. You will be provided with a booklet detailing the course content. When you complete at least 80% of the course you will receive a certificate at the end. The number of participants per trainer is ideally 5 to 7. If there are more participants, the course can be taken with two trainers and 14 participants. If you want to optimise presenting a longer story you best take *the Art of Giving Business Presentations*.

You can take this course as an individual in our open course offer. If enough of your colleagues are interested, the course can also be taken together at your place of work. As set-up, we would need a venue that easily seats everybody and a flipchart.

WHO FOR?

Excite Your Story is designed for every professional aiming to add extra excitement to their presenting by using a richer way of presenting. The course is open to both experienced and inexperienced presenters as the skills we teach are, in most cases, new to everybody.

COMBINATIONS

Combining *Excite Your Story* and our theatre course results in the three day course *The Art of Giving Business Presentations*. A combination of courses turns out to be more effective than taking them separately. If you plan to do two courses anyway, we would recommend a combination

ABOUT ARTESC

Artesc builds a bridge between the performing arts and communication in science, teaching, business and law. At present, our theatre and prose skills courses are used to improve professional communication in seven countries.

We are proud to have helped thousands of scientists, teachers, business and law professionals to reach a substantially higher level of presenting, teaching and writing.

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EXCITE YOUR STORY

Present & Involve

So you told them why your idea was a good idea, and you showed them the reasons for it. And you just did not get the excitement you hoped to get. But it's a great idea for the company. Hello! Is there anybody out there?

If you want to inspire and motivate your colleagues, clients and stakeholder: use stories. Stories are made to inspire, they are made to make people want something. And wanting something is the first step to action. In this course you will learn to shape your message in the form of a story and increase our involvement and urge to act.

To help you on the way to story design we made the translation from stories to your content. Along with story design will dive into storytelling with style so you can tell the story like a storyteller.

If you want to inspire, it is time to excite your story.

**YOUR IDEAS CREATE OPPORTUNITIES
LET THEM FLY TODAY**