

WHAT YOU WILL LEARN

In this course you will learn how to add tension and excitement to your presenting by means of story tools. The main effect of using stories is that your audience starts to want something. The tools can be used to help involve and excite your audience. They can also be used for writing stories or articles.

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. present the beginning of your story in an exciting way
7. present the story like a storyteller

COMBINATIONS

Combining *Excite Your Story* and our theatre course results in the three day course *The Art of Giving 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.

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.

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 everyone 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.

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

Okay, you do a decent job in delivering a talk. But is there a more intriguing way to shape it? Something more exciting than 'saying what you are going to say', 'say it' and 'say what you just said'? Of course there is. In the movies and in books they use stories. And stories is the way to the heart of your audience.

In this course you will discover what stories are, how to make them and how to present them. You will learn to use the structure that gives excitement to all great books, movies and theatre plays but then in the context of your presentations. Here you will learn the craft of story design. And along with building a story you will also dive into storytelling with style so you can tell the story like a storyteller.

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

**BECAUSE YOUR STORY
DESERVES TO BE HEARD**