

THE ART OF STORYTELLING

Course Agenda | Cadence Leadership + Communication

I. THE ART OF STORYTELLING – MINDSET + SKILL SET

- Effective storytellers open new avenues of thinking for their audience.
- The art of storytelling is mastered through mindset + skill set.
- Mindset: Preparation, Authenticity and Accessibility.
- Skill Set: Clarity of Thought and Expression.
- Workshop: In small groups, participants will each share a brief story.

II. CLARITY OF THOUGHT – STORYTELLING FOUNDATIONS

- Differentiating between storytelling and presenting, and when to use each.
- Being vulnerable: Through storytelling, our audience learns something about us.
- The Story Spine: Using a traditional structure to create your tale.
- Theatrical emphasis: Devices to draw attention and build tension.
- Workshop: Participants will each identify a story they want to tell, the reason for telling it, and what lesson the audience will take from it.

III. CLARITY OF THOUGHT – CRAFTING YOUR STORY

- Tell me who is who: The characters and what perspective to speak from.
- The body: Developing the elements of the story spine and establishing flow.
- Setting the tone: Blending language, sentence length and theatrical emphasis.
- Trimming it down: Removing any excess that may distract or lose the audience.
- Workshop: Using the story spine, participants will craft a short tale.

IV. CLARITY OF EXPRESSION – TELLING YOUR STORY

- Supporting the theatrical elements of your story through presence.
- Foundations of physical presence: eye contact, gestures and expression.
- Foundations of verbal presence: pace, volume, emphasis and tone.
- Telling your story: movement, room dynamics, visual support and timing
- Workshop: Participants will deliver their story to the group twice. Each participant will be videoed, receive feedback and their video will be shared with them post-session for ongoing development.

V. CLOSING THE SESSION

- Building your cadence - a daily effort.

