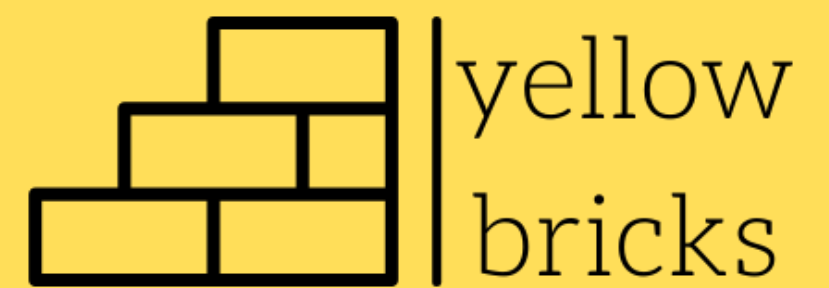


What's The Story With Storytelling?

How to turn the dry facts into a unique story that will work for you in an age of distractions



No question you know best what your company does. But how clear is it to your customers? and how different is your story from your competitors'? Learn how content, storytelling and branding can help you stand out and form a strong connection with your audience.

The workshop includes:

- The power of a story
 - How a story works - cognitively and emotionally
 - Storytelling and its effectiveness
- How to tell a good story
 - Extract your unique story out of the technical and dry facts
 - Create content that will support your story - posts, podcasts and webinars
- Where does a story travel to?
 - The internal and external story of a company
 - The coherent thread that travels through your content
- Hands-on practice
- Discussion and Q&A

The benefits for the workshops' participants:

You will learn how to harness your unique story to lead to business growth.

The workshop is ideal for:

CEOs, Founders, business development and sales managers who wish to reach a larger audience and leave a mark that will work for them.

