

**2020 readiness toolkit**



# Storytelling©

**Online program**

The program allows participants to get insights into how they could create their authentic stories and influence people, which is a way to engage their stakeholders and impact results in a context where access to other influencing tools and drivers is limited. The specific objectives of the program can be set based on a deeper needs' analysis.

## Objectives

- Create a story using unique experiences
- Apply storytelling techniques
- Create a link between story and strategy

## The solution proposed – Storytelling©

Our authentic story influences every experience and decision we make. It also inspires or demotivates others depending on how authentic it is and how committed we are to it. With the help of our Interact facilitators and the actress Dorotheea Petre and her expertise, this online workshop enables participants to nurture and develop a personal way to create authentic stories.

## Agenda

- What does the audience value in a story?
- The 4 characteristics of a captivating story
- The backbone and the structure of a successful story
- Practice: Story Matrix

- Types of stories
- What we say and how we come across

## Logistic details

Duration: **6-hour workshop, split in 2-hour sessions** (the first two sessions take place on consecutive days, the third is a follow up, two weeks after.)

Number of participants: **6-12**

Facilitated by 2 trainers for increased interactivity and better virtual group management.

Technology:

- Zoom – easy to use, interactive, visual; breaking rooms for group work, chat
- Mentimeter – for brainstorming and polling
- Facebook closed group – for follow-up



Do you have questions about us?  
Looking for solutions for your organisation?

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