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THE ART OF STORY TELLING

Start Date:	21/03/2027	**End Date:**	25/03/2027
Categories:	Wellbeing & Personal Dev	**Venues:**	Kuwait
Formats:	In Person	**Instructors:**	

OVERVIEW

Stories shape perception, inspire action, and forge emotional connection—making storytelling one of the most powerful tools in leadership, influence, and branding. The Art of Storytelling is a dynamic training experience that blends narrative frameworks with brain science to teach participants how to craft stories that resonate, persuade, and endure. Participants will learn the science behind what makes stories memorable, explore how storytelling impacts decision-making, and gain tools to build narratives that move audiences—whether one-on-one, on stage, or in written form.

OBJECTIVES

By the end of this course, participants will be able to: – Understand the neuroscience of storytelling and its emotional impact on attention and memory – Apply frameworks like the Hero’s Journey, Pixar Story Spine, and ABT to structure compelling stories – Identify the core message and emotional arc in business or personal narratives – Use storytelling as a tool for influence, leadership, change management, and brand alignment – Adapt stories for different audiences, formats, and communication goals – Balance logic, credibility, and emotion using Aristotle’s Ethos, Pathos, and Logos – Craft stories that connect across cultures and drive meaningful action

COURSE OUTLINE

The Psychology and Neuroscience of Storytelling Identifying Your Core Message and Story Arc The Hero’s Journey and Emotional Structure Pixar’s Story Spine and Simplified Narrative Frameworks The ABT (And-But-Therefore) Framework for Business Contexts Aristotle’s Triangle: Ethos, Pathos, Logos in Story Delivery Visual, Verbal, and Non-Verbal Storytelling Techniques Storytelling for Influence, Leadership, and Organizational Change Audience Mapping and Adapting Tone, Language, and Pacing Practice, Pitching, and Live Story Labs

TARGET AUDIENCE

This course is designed for All Supervisory Levels, leaders, sales professionals, marketers, presenters, educators, and content creators who want to build trust, enhance communication impact, and engage others through the power of story.

METHODOLOGY

This program is highly interactive, combining structured storytelling frameworks, emotional resonance labs, and narrative rehearsals. Participants engage in live storytelling exercises, small group critiques, and rapid-fire “story sprint” challenges. Peer feedback and instructor-led coaching help refine delivery, body language, and message clarity. Using tools like story mapping templates, audience empathy boards, and 3-minute story pitches, learners experience firsthand how narrative shifts attention, emotion, and action.

CONCLUSION

Participants will leave with a tested storytelling toolkit, heightened communication confidence, and the ability to transform facts, ideas, and strategies into memorable stories that connect and persuade.

DAILY AGENDA

Day 1: The Science and Structure of Powerful Stories

Learn how the brain responds to narrative, explore timeless storytelling frameworks, and craft your personal or professional story using proven models like the Hero’s Journey and Pixar’s Story Spine.

Day 2: Stories That Influence: Delivery, Emotion & Real-World Impact

Master persuasive delivery, adapt stories to different audiences and business goals, and practice storytelling as a tool for leadership, trust-building, and meaningful communication.

Day 3: Strategic Storytelling for Influence & Persuasion

Learn to tailor stories for persuasion by aligning with your audience’s values, using contrast and conflict for emotional engagement, and applying proven techniques like the ABT (And-But-Therefore) and StorySelling frameworks.

Day 4: Delivering Stories with Impact: Presence, Voice & Visuals

Enhance your delivery through vocal modulation, body language, and visual storytelling tools; practice embedding metaphor, rhythm, and sensory language to maximize emotional resonance and memorability.

For more information, please contact us:
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