



Storyteller_in a Day

The essential primer for understanding the ways technology affects how we tell narratives in the 21st century

The democratization of information on the World Wide Web has facilitated an explosion of content throughout our working and personal lives. Why do some messages connect with us more effectively than others? How can we use the tools of master storytellers handed down over generations to have our messages stand out?

In **Storyteller_in a Day**, we will introduce the fundamental concepts behind effective narratives, and you will learn how to mold your messaging to grab attention. You will hone your storytelling craft through the lens of the digital world with a mixture of presentations, case studies, and hands-on activities.

The Art of StoryTelling is an essential skill that once mastered you're able to influence others and use the boardroom as your canvas to illustrate an engaging message for your audience. Special thanks to the Decoded team for facilitating a great business storytelling workshop and providing tools to create more compelling presentations!

Director, Product Manager, Digital Wallet Services
MasterCard

Storyteller_in a Day

Agenda

Morning

- Medium
What are the channels through which we tell stories? How is technology changing the ways we construct and interact with narratives? How simply can a story be told?
- Message
What makes a good story? Why do some stories stick with us while others fade away? By understanding the psychology of storytelling we can craft messages that persist.

Afternoon

- Measure
We show how modern tools enable measuring the effectiveness of stories to iterate upon our choices of medium and message, and how you can optimize the desired outcomes of your narrative.
- Data-Driven Storytelling
We will show you how to move beyond stats into storytelling with your data.

Why is 'storytelling'

relevant to my business?

Skills

Gain hands-on skills crafting narratives using a variety of time-tested approaches.

Knowledge

Understand why a considered approach to storytelling can help your business become more effective.

Innovation and Creativity

Stand out from the competition by adopting new technologies and innovative approaches to how you present your story and your data.

Leadership

Build an understanding of the importance of storytelling among your senior teams.

Communication

Allow everyone in your organization to identify latent skills in storytelling, prototyping, and communication.

Talent

Activate internal talent and upskill employees to make every interaction more impactful.