



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CENTER FOR CONTINUING EDUCATION



Leadership and Management **ONLINE PROGRAM**

STORYTELLING FOR BUSINESS: GETTING YOUR MESSAGE ACROSS

March 8-11, 2022 | via ZOOM



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ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



WHO SHOULD ATTEND?

Business executives, corporate trainers, training directors, and other professionals looking for confidence boosters.

OBJECTIVES

After the course, you will:

- ➔ Expand your vocal, physical, and mental abilities as groundwork for effective storytelling;
- ➔ Learn how stories can be a crafted as creative tool in delivering your ideas;
- ➔ Project the desired confidence during presentations; and
- ➔ Establish rapport with your listeners and win them to your side.

STORYTELLING FOR BUSINESS: GETTING YOUR MESSAGE ACROSS

Effective leaders and managers possess a knack for attracting and holding the attention of audiences. They teach, entertain, persuade, inspire, and in so doing, win people to their side and help companies move forward. One powerful tool these executives use for engaging people is the art of storytelling -- a traditional medium of communication that has resurfaced in the 21st century as a compelling strategy to connect with clients, colleagues, and customers.

As narratives designed to meet a practical end, stories stimulate the imagination: they work on visual, aural, and kinesthetic planes, thus appealing to an audience's multiple learning modes. Stories also connect the heart and the head, the right brain and the left brain. They enable audiences to see their own truth in symbolic ways, and permit the storyteller to reveal an authentic self and emerge as a highly credible communicator.

This four half-day theater-based workshop engages you in the art of storytelling as applied in a corporate environment. Three components will be tackled: choosing a story, crafting the story, and then delivering the story. You will initially practice with existing stories then move on to develop and write your own corporate stories, which you will perform before the class.

An essential lesson is for you to acquire a theme and a personal point of view in narrating the story. Transform narratives into personal statements with an implication for corporate work. Further, supplementary readings will be assigned to guide you in developing and performing your own stories.

PROGRAM OUTLINE

Module 1: Persuasive Presentation using Storytelling Techniques

Session 1A. Foundations of Storytelling

Session 1B. Language 1: Verbal

Session 2A. Language 2: Vocal

Session 2B. Applied Storytelling in Presentations

Module 2. Inspirational Storytelling that Moves People

Session 1A. Language 3: Body

Session 1B. Improvisation

Session 2A. Language 4: Emotions

Session 2B. Storytelling Festival

RESOURCE PERSON



VOLTAIRE GONZALES

Mr. Voltaire T. Gonzales is the Executive Director of Roleplayers Theater for Life. Prior to this, he held other posts, such as Executive Consultant for Summit Media, JGSummit/Rignier Media Co.; House of Investments, Yuchengco Group of Companies; Diamond Auto Group; Harrison, Subsidiary of McCann Erickson Worldwide. He was also the Head of Country Vehicle Sales, Corporate Communication, and Sales Training & Official Brand Spokesperson of Honda Cars in the Philippines. He further became the Brand Manager, for Asia and Oceania, of Honda Motor Co. Japan.

Mr. Gonzales is the Certified Regional Instructor for Total Quality Management, Customer Service, and Sales Excellence programs.

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PROGRAM DETAILS

March 8-11, 2022
(Tuesday-Friday)
1:00pm - 5:00 pm
via **ZOOM**

PROGRAM FEE

Php 11,000.00 (*Early Eagle Rate until Feb. 22*)
Php 12,000.00 (*Regular Rate*)

**Schedules and prices may change without prior notice.*

INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Completion

REGISTER NOW!

Mr. Francis De Leon
(+63) 908 892 9878
fdeleon@ateneo.edu
sales.cce@ateneo.edu

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