



DATES

December 2 - 3, 2019
Monday - Tuesday
9:00 am - 5:00 pm

PROGRAM FEE

Php 11,800.00 (Early Eagle Rate
until Nov. 18)
Php 12,800.00 (Regular Rate)

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

(+632) 8302042

Schedules and prices may
change without prior notice.

Storytelling for Business

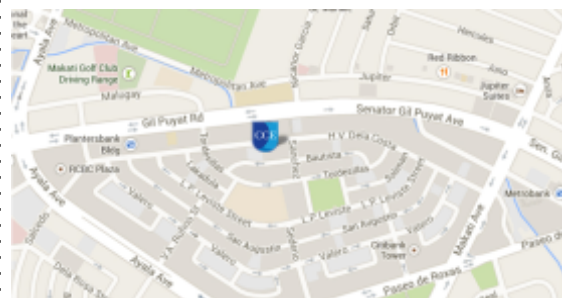
Getting Your Message Across

Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

Venue:

Ateneo de Manila University - Salcedo Campus
3/F Ateneo Professional Schools Bldg.,
130 H.V. Dela Costa St., Salcedo Village,
Makati City, Philippines



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July 30, 2019



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



leadership and management

Storytelling for Business

Getting Your Message Across



CENTER FOR CONTINUING EDUCATION

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.

The two-day workshop will engage 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.

Storytelling for Business

Getting Your Message Across

objectives

After the course, you will:

1. Expand your vocal, physical, and mental abilities as groundwork for effective storytelling,
2. Learn how stories can be a crafted as creative tool in delivering your ideas;
3. Project the desired confidence during presentations; and
4. Establish rapport with your listeners.

who should attend

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



resource person

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, JG Summit/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.

program content

I. Storytelling in business: An overview

II. Choosing a story

- A. Existing sources
- B. Personally collected stories

III. Crafting the story

- A. Personalizing the story
- B. Building a structure
- C. Establishing a point of view
- D. Establishing a theme

IV. Delivering the story

- A. Flexing the imagination
- B. Variety in voice, facial expressions, body movements
- C. Handling nervousness
- D. Sounding natural and extemporaneous

V. Storytelling showcase

Each participant will deliver a five-minute corporate or corporate-related story in front of the class. Time will be allotted to practice the delivery in small groups.

complementary programs

Coaching for Performance and Development

September 17, 2019

Many managers avoid coaching their staff because: it takes too much time and it's easier to tell them what to do. The same managers would also throw up their hands and say: "Do I have to think of everything?"

The Art of Conflict Transformation

October 24 - 25, 2019

This program uncovers a deeper awareness of what conflict is as well as its underlying opportunities. It introduces the concept of conflict transformation and how it differs from conflict resolution, management, and prevention.