

**WORKSHOPS
THAT WORK**



CONNECTING THROUGH STORYTELLING

ONCE UPON A TIME... WE ALL LISTENED TO AND LEARNED HOW TO TELL STORIES.

Stories can leave an unforgettable impact on our hearts and minds. But have you ever thought about the power of storytelling in marketing, in persuasion, or in generating support for a cause? Incorporating storytelling into your communication strategy encourages your audience's imagination, fosters active listening, sparks emotion, and generates further action. In this workshop, participants will uncover why storytelling works and learn the nuts and bolts of how to craft compelling narratives in light of their specific audience and goals.



Why Storytelling Works

Examine how stories work to make memorable connections, build trust, and drive action.



Crafting Compelling Narratives

Learn the essential components needed to create a powerful and effective story, and how to address audience and goal considerations.



Share Your Story

Interactive exercises will guide participants through the creation of a complete storytelling project.



ABOUT YOUR INSTRUCTOR:

Tiffany Olson earned a B.S. and M.S. in Communication at Illinois State University. She has nearly 30 years of teaching experience, both in the college classroom and in the corporate environment. She enjoys helping her clients hone their skills through workshops and one-on-one coaching.

PRAISE FROM PAST ATTENDEES:

"I had never considered this approach as a way to reach potential supporters for our non-profit. We were just sharing data and statistics. My team and I are excited to use the projects we completed and immediately get to work with sharing our story."