

METAPHOR AND STORYTELLING

USING LANGUAGE TO STIMULATE CHANGE AND INSPIRE ACTION

Stories have long been a highly effective medium for communicating important cultural and social messages and instilling positive and successful futures. The traditions of Native Americans, Zen and modern masters like Milton Erickson demonstrate the powerful effect of stories. Our **minds work naturally in metaphor** and this course is open to everyone with an interest in creating and telling stories in a contemporary way.

Are you ready to use language as a major leverage point for helping others unconsciously re-organise their lives? Are you ready to explore your own personal stories?

The two days focus on enhancing skills in **applying metaphors for influence and change** and can count as valid CPD for many professionals. It is particularly suited to trainers, coaches, therapists and individuals who would like to be more elegant in their communication and practice telling more stories for a change.

Action Orientated Stories

- *How to use the Zeigarnik Effect and the quotes pattern to deliver simple metaphors to inspire thought and change.*
- *Creating naturalistic metaphors and stories to connect people to inner resources and encourage action.*

Isomorphic Metaphor Construction

- *Creating parallel realities in a story (as happens in dreams) so people at the unconscious level can resolve their issues.*
- *How to construct a metaphorical space that inspires the listener to search for new solutions and make choices that suit their particular situation.*

Metaphors for Life

- *Recognising deep metaphors and changing those that no longer serve us well. You are invited to bring along a short story, a poem or fairytale from childhood that you found particularly significant.*

Construction and Delivery Variables

- *Sensory language, speed, pauses and structure.*
- *Looping stories inside stories to distract the conscious mind further and set up a sequence of unconscious processing.*
- *Creating your own personal story bank.*

**2 Day Training
7-8 August 2010**

Applying metaphor in coaching, therapy, presenting, teaching and training and for informal conversations at work and at home.

How will it be delivered?

With a balance of essential theory, practical exercises, real world examples from individual and group work, wisdom and fun.

Neal Anderson is a Neuro Linguistic Psychotherapist, an INLPTA Registered NLP, Coaching and Business Communications Trainer, and Accredited Practitioner of Outdoor Learning. With a background in engineering, management and development training he works as a facilitator, coach and therapist with individuals and organisations. Neal is passionate about helping people grow and develop with a sense of playfulness, warmth and realism.

How do I book?

Book online at www.valleytraining.co.uk or call us on 07899 856518 with any questions.

Dates: 7-8 August 2010 9.30 – 5.00

Location: Central Kendal, Lake District.

Regular price: £150

Certification: Certificate of Training

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