



Storytelling for a Change

COURSE DETAILS

• WHEN

12 – 13 April 2012
9.30 - 5.30 each day

• WHERE

The Riverside Hotel, Kendal
The Lake District, UK

• HOW MUCH

Regular Price £170
Mates Rates £85

'Mates Rates' are available to anyone who has trained with me previously, in whatever context.

• WHAT IS INCLUDED

2 days creative and experiential training, storytelling resource bank, CPD certificate, ongoing support

• WHAT NEXT

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

PRESENTING MEANINGFUL AND MEMORABLE STORIES

Our minds work naturally in metaphor and this course will help you:

- **Change the way someone thinks about something.**
- **Make meaningful and memorable presentations.**
- **Be non-directive and still influence behaviour, beliefs and values.**

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.

You will learn how to :

- Tell stories that have impact
- Flow from one story to another and tell stories within stories
- Apply the Zeigarnick effect to generate metaphorical solutions
- Gain confidence presenting and get high quality feedback
- Create parallel realities in a story so people at the unconscious level can resolve their issues
- Sequence your story using the natural process of problem solving and change

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