

Three fish, one tree and the art of metaphor

**Creating and telling stories for
action, transformation and motivation**





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A 3-day CPD event to allow you to harness the power of mind to work naturally in metaphor and build your skills and confidence to entertain, educate and help people make new connections and change the way they think about something.

Make training, coaching and presentations more meaningful and memorable.

When you use a carefully created non-directive story as a coach, therapist or trainer it is possible to positively influence emotions, mindset and behaviour.

WHAT IS INCLUDED?

- Telling **impact-full** short stories to enhance your message
- Belief busting by providing **alternative perspectives**
- Helping your audience make **emotional connections**
- Getting **buy-in** and **flowing** from one story to another
- Using the **Zeigarnick effect** to stimulate active problem solving
- Creating **parallel realities** in a story so people can **resolve their issues at the unconscious level**
- **Sequencing** your story using the natural process of problem solving and change
- Telling **stories within stories**
- Using the **seven basic plots** of literature to structure longer stories
- Using the **Von Restorff Effect** to disguise a message
- **High quality feedback** and the chance to learn from others

WHO SHOULD ATTEND?

- ❖ **Individuals** who want to tell stories at home or in their work
- ❖ **Coaches, leaders or managers** who want to enhance presentations and use stories to illustrate key points
- ❖ **Psychologists, counsellors and therapists** who want to add metaphor to their clinical approach

BOOKING

Dates	10, 11, 14 December 2015
Prices	£350 Business/Organisations £169 Charity/Self-funded
Location	Kendal, The Lake District
Book	www.valleytraining.co.uk



Is this You?

This specialised training is designed to help people get better at telling stories for a change. It is suitable for people who want to improve how they use language to communicate with others.

Participants will probably:

- Already tell stories in their work or home life
- Want to refresh and apply their existing knowledge to effective story telling
- Have some experience of NLP, coaching or training delivery
- Want to integrate their skills, knowledge and experience of facilitating change
- Have questions about how best to create a metaphor in practice
- Be curious and interesting people!

Benefits

This VT Certified CPD programme over 3 days is for people who are serious about metaphors and storytelling. It includes training, case studies, demonstrations, feedback and inspiration. Approximately 4-6 weeks following the training the **free** Storytelling Development Day is open to course participants to share their experience in practice.

By completing the training you will:

- Enhance your skills in telling stories
- Develop your personal storytelling approach and style
- Have an integrated understanding of why some stories work better than others
- Increase your confidence and flexibility using metaphors
- Connect with and be part of a peer group committed to sharing stories, experience, expertise and supporting learning and development
- Demonstrate your commitment to CPD

Specific learning outcomes for the training:

- To equip participants with the skills to create metaphorical stories that support action, transformation or motivation
- To be able to apply the SCORE model to structure a story
- To be able to use language to create a context for multiple solutions
- To know how to choose what type of story to create and deliver
- To demonstrate storytelling that works with the other persons model of the world
- To build flexibility to use your whole body and voice to tell a story
- To encourage self-reflection and shared feedback
- To model effective storytelling



Outline Programme

Training times: 9:30 – 1:00 and 2:00 – 5:30. The nature of the course is such that many people will wish to write a story overnight to share with the group (and get feedback if they wish) the following day.

DAY 1 – ACTION

- Welcome, introductions, expectations, hopes and wishes
- How to identify the best leverage point and create a series of fast analogies
- Using universal experiences and sensory language for emotional connection
- Where to find a story or metaphor to use to reframe beliefs or shift stuck thinking
- Using the feel-felt-found pattern to help someone take their next step
- 5 ways to introduce and link stories suitable for any audience

DAY 2 – TRANSFORMATION

- Storytelling share (with feedback from the group if requested)
- Using the SCORE model as a sequence to your story
- Why and how to use language to leave something open for the listener to resolve
- Decoding the structure of a situation and creating an isomorphic metaphor
- How applying one of the seven basic plots of literature can enhance a story
- Bringing your characters to life and giving them a strong value set
- Crafting your personal experiences into inspirational stories

Integration time and a weekend off. A chance to try out some of the techniques we have practiced and come back refreshed and ready to take your stories to the next level.

DAY 3 – MOTIVATION

- Storytelling share (with feedback from the group if requested)
- The problem is the psychological state in which you are approaching the problem
- Adding vocal flexibility and range to emphasise “hidden” messages
- Being provocative to create a state and knowing when to stop!
- The benefits and drawbacks of linear and looped story structures
- Learnings, appreciations, next steps and goodbyes

STORYTELLING DEVELOPMENT DAY

Approximately 4-6 weeks following the training the **free** Storytelling Development Day is open to course participants who have applied the techniques learned and want to reflect on, share and further develop from their experience.



The Training

Delivered by Neal Anderson and drawn from experience as a Performance and Executive Coach, Supervisor, UKCP Psychotherapist, INLPTA NLP Trainer, and Coach Trainer.



Neal runs a private coaching, psychotherapy and supervision practice in Kendal (since 2005) and is author of *The NLP Coach Companion* and several workbooks. Neal is known for his rich use of stories and anecdotes in his training and practice, often with a humorous edge, that work at both conscious and unconscious levels.

Professional Accreditation

The training will qualify as valid CPD for many professionals. Completing this course will provide you with a certificate for 22 hours CPD from Valley Training.

On-going Support and Supervision

The effective, elegant and ethical application of metaphorical stories is very important to me and I am available for advice or guidance by email following each course. From this point forward people may choose to continue with **coaching, supervision** or **group supervision** to assist them with connecting to the best in themselves and others.

The Venue

The provisional venue for the course is The Castle Green Hotel in Kendal. Situated overlooking the Castle and distant Fells, the hotel is a short distance from the market town centre.

Kendal railway station and Oxenholme Lake District (on the west coast mainline) are a short taxi ride away.

Accommodation Suggestions

You can select from a variety of suggestions including great value and recommended B&B's, campsites and self-catering options at www.golakes.co.uk