

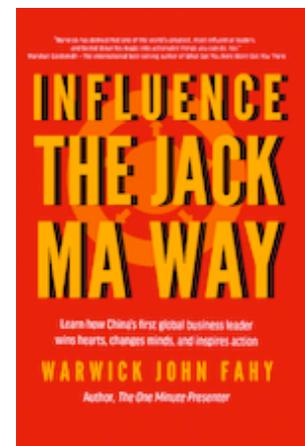
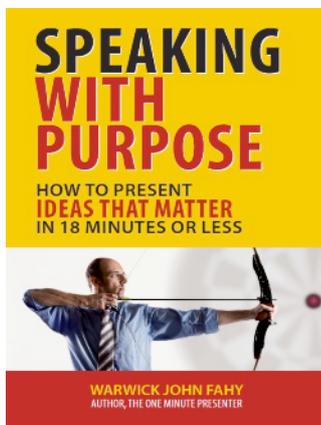
THE ONE MINUTE PRESENTER

From the International Coach and Trainer
WARWICK JOHN FAHY

8 steps to successful
business presentations in a
SHORT ATTENTION SPAN
world

The Compelling StoryTeller Workshop Outline

This workshop is adapted from two books:



Speaking with Purpose: *How to Present Ideas that Matter in 18 minutes or less.*

This book has been used to deliver TED Talks and coach TED speakers. Recently, Warwick coached 17 researchers to deliver TED talks using the methods in this book.

Influence The Jack Ma Way: *Learn now China's first global business leader wins hearts, changes minds and inspires action.*

This book has become a global reference for leaders wishing to connect, engage and inspire younger global generations. It provides a framework that business leaders can apply to share their vision and deliver more compelling stories.

About the Workshop

What is a compelling story?

A compelling story is about creating a desire that convinces people to take a specific course of action. It's an action driven communication technique.

Purpose:

To enable business leaders from technical backgrounds to tell compelling business stories that engage and move people to action.

Benefits of the workshop:

We solve business problems

A compelling story is made up of many parts. To get the best result, we need to break it down and tackle each part individually. We use a problem-solving approach that uses “real play” situations for participants to use their real business scenarios. This helps individualize the group experience.

We learn from the best

Adults learn best from role models. We use the best corporate storytellers to highlight the methods to deliver compelling stories.

We learn flexibility

To ensure participants are compelling with a variety of audiences and across different situations, we learn a range of different approaches.

We only use research-backed principles

We use research-backed principles from psychology to add extra impact to the story's content.

We give precise feedback

Through the use of hands-on practice, we use checklists and behaviour rubrics to give precise and constructive feedback to all participants. We ensure that both new storytellers and experienced storytellers are given areas to improve.