



# Storytelling For Business

**Angeliki Kosmopoulou**

## Στόχος Σεμιναρίου

Storytelling is an essential communications tool. Data and information are not enough to explain, inspire, influence a desired outcome and lead to results. Nowadays it has also become the most effective means to create your personal branding. Needless to say, that it's therapeutic for those who decide to embark on creating their own personal stories and share them with the rest of us. And of course, story telling acts as the most value-adding initiative for the business through the well being of its people.

Businesses need to learn how to integrate storytelling into all their functions. It serves them in their marketing and communication efforts to make their brands more appealing – and so do individual professionals in all sectors. Yet, how do you decide what story to tell? How do you tell that story for maximum impact? And what if you don't have a story?

The course focuses on how to use stories strategically for boosting employee morale and self-confidence, structuring your personal brand, and consequently enhancing internal business communications. Let alone marketing and organizational branding. During the course, you will discover the art of purposeful storytelling and find out how it can help you engage with your audience. You will understand how stories can help you cultivate relationships with products and people, rally teams around a strategy and fuel compelling narratives that shape organizational culture.

This program provides answers to questions such as:

- How can I use stories to communicate what I do and why this is important?
- How are stories used as a marketing tool to get more clients or ensure a better positioning?
- How can stories help my business?
- How do I tell a story that is perfect for my purpose and occasion?
- How do I mine my background for stories that support my image and marketing?
- How do I avoid mistakes in storytelling that make me look like an amateur?

## Σε ποιους απευθύνεται

The course is tailored to suit all interested participants. No advance preparation is required. Participants should have an open-minded attitude to storytelling and be ready to get involved as active learners in a group, not as passive listeners.

## Περιγραφή Σεμιναρίου

### Course Benefits

The course will equip participants with the skills and confidence to use storytelling in communications. As a result, you will learn how to:

- discover your own storytelling ability
- create your authentic, compelling story that promotes you and your business
- use storytelling techniques to bring facts and figures to life
- weave your story into business presentations
- use stories to achieve more impact from your marketing
- use stories to promote your own value and USP

### Teaching Method

An interactive course, consisting of live group instruction, open discussion, experiential exercises, sharing and group feedback.

### Seminar outline

#### I. WHY STORIES?

- Stories and history – narrative is in our DNA
- Data and stories – what works best?
- In support of the personal story
- The notion of empathy

#### II. WHAT MAKES A GOOD STORY?

- Defining the context: the goal
- Understanding the audience
- The “Why” – a story's nucleus
- Concept and narrative
- The art of delivery

#### III. STORYTELLING EXERCISES

- Get to know your toolkit
- Identify your “why”

#### IV. STORYTELLING EXERCISES

- From your “why” to your story: Exploring narrative
- Bridging emotion with professionalism
- Catching attention: the “hook”
- What makes a story “stick”

#### V. REHEARSING THE STORY

- Group feedback
- Delivery

#### VI. TAKING IT ALL HOME



### Κόστος

€ 270

€ 250 (Μέλη ΙΕΕΕ)



### Τόπος διεξαγωγής

τηλε-συνδιάσκεψη

CPE's: **7**

### Βιογραφικό Εισηγητή

Dr **Angeliki Kosmopoulou** is a communications consultant. She holds a BA in History and Archaeology from the National and Kapodistrian University of Athens, a PhD in Classical Archaeology from Bryn Mawr College, Pennsylvania, USA and an MBA from Leicester University in the UK and is certified in Public Narrative: Leadership, Storytelling and Action from Harvard Kennedy School. Following a career in archaeology and cultural management (University of Thessaly, Foundation of the Hellenic World, Athens Concert Hall), she established “Logos Associates”, a boutique communications agency focusing on copywriting, content creation and consulting. She has worked for a broad clientele including multinational companies, small businesses, public and private organizations, politicians, artists and scholars. She has served as advisor, content specialist and speechwriter for the Speaker of the Hellenic Parliament, the Minister of Culture and the Mayor of Athens. She teaches copywriting, business writing, storytelling and crisis management to marketing and advertising professionals, startups and young entrepreneurs. Angeliki is the Executive Director of the Athanasios C. Laskaridis Charitable Foundation and Founder of “Storymentor”, an NGO focusing on storytelling and its impact. She sits on the Board of The People’s Trust and is a member of the Advisory Board of DIANEOSIS, as well as the Hellenic Impact Investing Network. She is a mentor for women in business and public life. A published scholar in classics and archaeology, she is also the author of a book on storytelling (“How to Tell a Story”) and a regular contributor to Greek media (Athens Voice, To Vima, Huffington Post).

