

## Storytelling (EN)

### Group Training

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|--------------------|---------------------------------------------|
| Training code      | CGASTOR1CE                                  |
| Spoken Language    | English                                     |
| Language Materials | English                                     |
| Dayparts           | 2                                           |
| Price              | <b>€750,00</b><br>excl. VAT No extra costs. |

### What is Storytelling

Storytelling is more than just a buzzword. It's a powerful tool that can motivate and unite people around a common goal. Our brains are wired to seek out narratives in the information we consume, and visual stories leave a stronger impression than words alone. The most engaging storytellers attract the largest audiences. In this training, you'll learn the art of storytelling, its benefits, and its key elements. You'll also get hands-on experience by creating your own story and sharing it with the group.

### Who should attend Storytelling

For every professional who wants to get the best out of themselves and others every day, such as:

- Marketing Professionals: Enhance your campaigns with compelling narratives.
- Team Leaders: Motivate your team with inspiring stories.
- Sales Representatives: Win over clients with persuasive storytelling.
- Consultants: Make presentations fun and engaging with stories.
- Content Creators: Captivate your audience with powerful narratives.

### Prerequisites

No prior experience in storytelling is required. An open mind and a willingness to share personal experiences will be beneficial.

### Objectives

At the end of the training, you will be able to:

- Recognize elements that make something a story.
- Create an authentic story that resonates with your audience.

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Capgemini Academy's professionals offer what people in IT need. Our professionals have a keen eye for motivation, talent and are aware of specific contexts and circumstances. They move people to move. Programmes and courses that originate from daily experience of our both didactical and substantively strong trainers, light a fire within the individual IT professionals. Real life stories of our professionals' experience that tell how to solve problems and work with the people around it, do the rest.

An organization, like ours, helps people and their organizations day by day to get the best out of themselves and each other. We prepare them to defy tomorrow's challenges. We stimulate learning and curiosity. In order for individual IT professionals and their employers, to build better, longer and more intensive relationships. For mutual benefit.

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