

Business Narrative

6 different workshops

Svend-Erik Engh

Practitioner Steve Denning Leadership Storytelling

A noted Danish performing artist, teacher and experienced corporate trainer, known for his ability to connect entertainment, education and corporate understanding. He has been intensively working with Steve Denning since 2001 and is the Worlds only certified practitioner of Denning's 'Leadership Storytelling' programme. Svend-Erik Engh has published a highly praised book "Tell a Story, create interaction", Fokus 2006. He is indeed a Master Business Narrator.



Why come to these workshops?

Master the elements of organizational storytelling

- To learn the basic principles of personal, value based and future storytelling
- To learn how communication and organizational change is closely connected
- To learn the secret language of leadership, discovering how to incorporate storytelling and other communication techniques into a presentation that can move even cynical or skeptical audiences.

What will you learn in these workshop?

- To develop an understanding of the potential importance of storytelling and the role of business narrative in leadership communication.
- Enhance your skills in the use of business narrative to engage and connect with audiences.

One, Two or Six workshops

When you have decided that Business Narrative is something for you, you have to decide how much. Each workshop lasts three hours, and a blog will support your workshop one month prior to and one month after the workshop.

1. workshop: Interaction

A modern organization has to deal with

- Social responsibility
- Environmental challenges
- Employer demands
- Customer relations

Only way to solve these challenges is by interactive relationships. How can you learn to be interactive? What does it mean for your way of communication? When you show another Power Point Slide, you show something that the listener has to open and understand. When you interactively tell a story, you invite the listeners to create something unique for every single member of the audience.

To tell a story invites the listeners to participate!

2. *workshop*: **Perform**

How to find, Craft and Perform stories within your organization. How can you inspire people to tell stories? Do you make personal interviews or do you gather people in groups sessions? How can you ask questions, that inspire stories, not explanations? Tell stories and inspire your employee to do the same!

3. *workshop*: **Personal Stories**

Why tell personal stories? When you are a manager, you have to tell personal stories, both from your working life, but also stories from your life outside business. What stories are appropriate for a business session? How can you link a story to a transformation process? Reveal your values through narrative!

4. *workshop*: **Future Stories**

Springboard Story can make the change idea alive for the listeners. How to find them? How to tell these stories? The Springboard Stories are minimalistic at form, clear and crisp to the target and inspire listeners to action. Spark action through Narrative!

5. *workshop*: **Storyliving**

How to tell a story with films and other medias on the internet. How to write stories every day? How to use the net to meet your costumers demands? Be your story!

6. *workshop*: **Storytelling Workshop**

You bring with you a story that you work on right now and you will get honest and useful feedback. When you were 4 years old, you were a master storyteller!

Prices

1 workshop 8 – 20 persons = 1500 US \$

1 workshop 20 – 80 persons = 2000 US \$

1 workshop 80 – 250 persons = 3000 US \$

2 workshops 8 – 20 persons = 2500 US \$

2 workshops 20 – 80 persons = 3000 US \$

2 workshops 80 – 250 persons = 5000 US \$

4 workshops 8 – 20 persons = 4500 US \$

4 workshops 20 – 80 persons = 5000 US \$

4 workshops 80 – 250 persons = 9000 US \$

6 workshops 8 – 20 persons = 5000 US \$

6 workshops 20 – 80 persons = 8000 US \$

6 workshops 80 – 250 persons = 12000 US \$