

STORYSKILLS - A MASTERCLASS

STORIES MAKE US, MAKE SENSE

WHY?

Do you work in an industry that is great at collecting data, but struggles to quantify the impact you have in your community?

Do you get frustrated when people and policy makers don't understand the complexity of your industry and don't adequately value your organisation?

Are you trying to build a positive workplace culture amongst employees with very different skills, very different jobs and are very busy?

Through our work we've found health professionals can get so caught up telling people WHAT they do, that they often don't have the right words to explain WHY they do it, and WHO it's helping. Without this common language it can be hard to cultivate the sort of workplace culture that truly reflects an organisation's vision and values.

HOW?

Enable your employees to talk about your organisation with a common narrative, that connects with their work, their values & makes people care. Embed your organisation's vision in half the time, with double the impact.

- Learn the science of storytelling, how it influences decision making and creates common ground.
- Pinpoint the narratives that govern your industry/workplace and identify the stories that will re-author them.
- Learn storytelling techniques that are effective and easy to use.
- Identify personal and company stories that reflect your vision, are clear, memorable and promote connection.
- Learn what makes you authentic, what it means for your conversation/presentation style and its role in creating empathy, trust and support within your workplace and community.
- Learn about different audiences and how to select the right stories for the right groups.
- Learn what information people are likely to trust and/or amplify.
- Learn tips and tricks for storytelling in the media, in public presentations and during important conversations.
- Start to embed a storytelling system into your day to day role and your workplace processes.

WHAT?

- 1 or 2 day workshops, 6 or 12 month coaching programs, organisation packages.
- Witness storytelling in action through the learning process.
- Diagnostic to assess your 'go-to' communication style.
- Resources, worksheets, books, videos, podcasts.
- Pre-program preparation guidelines to create buy-in.
- Post participant surveys and ongoing recommendations.
- 'How-to Guide' to identify and engage the 'natural storytellers and advocates' within your organisation.
- Learn from two facilitators with a combination of skills and experience spanning health, media, governance, strategy, and expertise in influential storytelling.

WHO?

Like epoxy glue, sisters Lucy Byrne and Penny Terry work best mixed together! Lucy thinks with her left brain and Penny with her right. Together their experience spans health, government, media, community, business, education, training and storytelling. They have developed a purpose-built program to help people and organisations tell stories and create their own willing tribe of advocates. Healthy Tasmania's workshops come with an unforgettable presentation style, are jam packed with real-world examples and suitable for all learning styles, allowing participants to leave with practical tools and knowledge they can use as soon as they walk out the door.

"Penny and Lucy are a totally dynamic team, presenting the workshop in a fun and engaging way. It was interactive from the moment we walked in. Came away with really useful insights, ideas, templates, and examples, that I can use in my work."

"A number of words come to mind when I think of how this workshop was facilitated: high energy, dynamic, well organised, quirky and fun, well prepared, highly recommended!"

"A totally refreshing personal development experience - learning made so pleasurable"



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