

# Course : Storytelling, arousing interest and engaging your audience

Practical course - 2d - 14h00 - Ref. ORY

Price : 1550 CHF E.T.

★★★★☆ 4,6 / 5

BEST

This training course enables you to discover how storytelling can enrich your communication strategies and how to adapt them to different professional contexts. Whether you want to unite a team, enhance your brand or convince a customer, you'll learn how to create stories that captivate, hold attention and stimulate commitment. Combining theory and practice, this course will give you the tools you need to structure impactful messages and arouse emotions that reinforce memorization and buy-in.

## Teaching objectives

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

- ✓ Learn about the different uses of storytelling in communications
- ✓ Preparing an impactful presentation using storytelling techniques
- ✓ Adapting a narrative outline for professional use
- ✓ Conveying emotions to persuade
- ✓ Speaking effectively in front of an audience

## Intended audience

Anyone who regularly speaks in public and needs to convince an audience

## Prerequisites

No

## Course schedule

### PARTICIPANTS

Anyone who regularly speaks in public and needs to convince an audience

### PREREQUISITES

No

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Discover storytelling and its uses in business

### Compétences visées

- Master the principles and history of storytelling
- Identify the uses of storytelling (politics, marketing, communication)
- Analyze examples of high-impact storytelling
- Understand the importance of emotion and meaning in communication

### Activités pédagogiques

- Practical exercise: remembering and sharing a memorable story
- Case studies: pitch videos and examples of storytelling

### Outils et méthodes

- Narrative models (e.g. StoryBrand Framework)

## 2 Preparing your presentation with storytelling

### Compétences visées

- Understand the complementarity of the two dimensions of a successful presentation: the rational and the emotional.
- Select key information to avoid exhaustiveness
- Adopt a specific angle to captivate your audience
- Targeting your audience and adjusting your tone to convince them

### Activités pédagogiques

- Practical exercises: identifying key messages, choosing angles and audience segmentation
- Case study: summary of a text or presentation and pitch proposal

### Outils et méthodes

- Brainstorming techniques, collaborative writing

#### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

#### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

#### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

### 3 Storytelling for presentation design

#### Compétences visées

- Writing a captivating pitch
- Use a narrative framework adapted to the professional environment
- Identify characters and build an engaging story

#### Activités pédagogiques

- Practical exercises: pitch writing, narrative planning, personalizing storytelling, etc.

#### Outils et méthodes

- Pitch writing techniques
- Storytelling templates

### 4 Present your story to an audience in an emotional way

#### Compétences visées

- Mastering the impact of paraverbal and non-verbal communication
- Use your voice to enhance your story: tone, rhythm, pauses
- Involve your audience physically: gestures, postures, looks
- Connecting with your audience: convey your emotions to convince them

#### Activités pédagogiques

- Practical exercise: pitch optimization
- Role-playing: speaking in front of an audience

#### Outils et méthodes

- Public speaking techniques

## Dates and locations

### REMOTE CLASS

2026 : 23 Apr., 25 June, 27 Aug., 29 Oct., 14 Dec.