

Storytelling & public speaking

Stories that move, persuade and inspire action.

Learn to structure and tell memorable stories by combining neuroscience, narrative techniques and AI tools.

Emotion

Influence

Mobilisation



“
Facts inform.
Stories transform.”



Recognise these situations?

- Your messages get through but leave no impression.
- It is hard to capture and hold attention.
- Your speaking lacks structure.
- You want to bring more people with you and inspire action.



What we will understand

- Why stories activate several areas of the brain.
- The role of emotion in memory and decision-making.
- The mechanisms of identification and mental projection.
- How AI can help structure, vary and personalise your stories.



How we will work

- Narrative structures: hero, conflict and more.
- Practical exercises and simulations.
- AI to co-create, script and refine your stories.
- Individual and group feedback.
- Adaptation to different contexts: internal, customer and media.



What will change in practice

- More powerful public speaking.
- Messages people remember better.
- An ability to mobilise and engage your audiences.
- More impact in presentations, meetings and negotiations.
- Greater confidence.



Who is it for?

Teams, managers, sales professionals, trainers and leaders who want to inspire, persuade and mobilise.



Formats

Half-day
1 day
2 days



Our approach

Neuroscience • Practical methods • AI • Hands-on experience • Real cases.



An international, cross-sector perspective

Examples and inspiration from different sectors and countries.



Request the detailed programme

Questions? Let's discuss your needs.