



## OBJECTIVES

As a result of this interactive experience, participants will:

- **Strengthen their ability to distill and shape key messages and essential stories.**
- **Become better ‘Story Listeners,’** hearing stories differently and assessing different components to guide future application.
- **Refine and tell stories** in a new framework, the Journey Curve.
- **Reference the Journey Curve** to know what’s missing in their story, where to spark curiosity, and where to land their message and key data and insights.
- **Develop a collection of stories,** including *origin* stories (why I do this work and why we do this work), *impact* stories (what it is we do, customer stories, and product stories) as well as shaping some *insight* stories (key moments of decision, challenges, and lessons that reveal a change).
- **Learn to tell stories in presentations** to help them incorporate more effective arcs into collateral, internal presentations, and external presentations.
- **Coach each other based on Retellable techniques** while tapping the collective wisdom of the group for insights, feedback, and experiences that will inform better stories.

# SPEAKING IN STORY

## *Story Skills Training with Jay Golden*

You know the scene. You’re sitting on Zoom, watching a presentation. Your coffee is getting cold. The presenter moves through each slide, data point after data point is delivered accurately and on point.

But the next day, you can’t restate any of the main points.

And this issue is not only with slides. Sometimes it’s a conversation, an interview, or a product pitch.

Well delivered, thoughtful, and yet not memorable.

And what of your own meetings, events, and presentations? In a world where your audience takes in 100,000 words each day, how do you avoid this same fate?

The litmus test for a retellable story is if it will be remembered tomorrow. And the understanding of a retellable story can help you attach your main points, key data, and messages to that story.

That’s where “Speaking in Story” comes in.

It will help you break through the ever-increasing daily noise on your way to more memorable, effective presentations.

## APPROACH

In this highly interactive four-week training, Retellable founder, author and storytelling coach Jay Golden will deliver four 75-minute interactive sessions. Participants will explore *why* stories matter, discussing the brain science of what makes stories memorable long after so much information is forgotten. They will get clear on terms, gaining a shared understanding of *what* stories are, and diving into *how* stories work, **including a multi-faceted study of the Journey Curve framework.** In the ensuing sessions we will move into various applications of story, each time building on the techniques of the previous session.

## SESSION FLOW

Preparation: Interview Key Stakeholders

Part 1: Why, What and How

Part 2: Key Insights and Teaching Moments

Part 3: Speaking Story in Presentation

Part 4: Applications for your Story



# JAY GOLDEN

Chief Storyteller, Story Coach, Keynote Speaker

*Every day, you speak with a precious audience.*

*And yet, the river of data swallows your words and muffles your messages. What will your audience remember? What will call them into action and alignment?*

*Jay Golden uses these questions to help leaders unlock power and purpose through the stories they shape and share.*

*Through this work, we build connection, shape culture and co-create a new and vibrant world.*

## CONTACT DETAILS:

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## SOCIAL MEDIA

 [fb.com/retellablestories](https://fb.com/retellablestories)

 [@jaygolden1](https://www.instagram.com/jaygolden1)

 [@jaygolden](https://www.linkedin.com/in/jaygolden)

## ABOUT JAY

“For a story to change the world,” author and storytelling coach Jay Golden says, “It has to change you first.”

That’s why, after a dozen years working at digital media start-ups, Jay shifted his attention to storytelling training, helping leaders guide their audiences through powerful, memorable stories told one-to-one and one-to-many. Today, as the founder of Retellable, Jay speaks internationally on leadership storytelling and coaches executives at companies such as Facebook, YouTube, BMW, Atlassian and LinkedIn to deliver their most essential insights and messages with the most impact. The author of *Retellable: How Your Essential Stories Unlock Power and Purpose*, Jay deeply believes in the personal and professional transformation that a collection of well-honed and well-practiced stories can bring.

For testimonials about Jay Golden, [click here](#).

## THEMES & TOPICS



The science and mythos of story and how storytelling affects the brain.



The pattern of an idea.



Key ingredients of a good story and what makes a story memorable and retellable.



How to use stories to transform the way people think about important topics.



The essential components of a great story so you can foster engagement and inspire change.

## SELECT CLIENTS



## ABOUT Retellable™

Retellable helps leaders around the world find and tell their own stories and reveal their own journeys, transforming audiences large and small. A book emerged, and word spread, as good stories do. Since 2008, Retellable has served companies and leaders from Sydney to San Francisco to Marrakesh.