

# EVOLVING CHARACTER & CULTURE THROUGH PROFESSIONAL STORYTELLING



## OPTION 1 FOOD, FIRE, STORIES

**Group sessions.**

Detailed storytelling coaching with groups in preparation for a storytelling event involving food and fire, replicating the most ancient form of storytelling & passing of wisdom.

**3 x 4-hour sessions..**

## OPTION 2 CREATING STORYTELLERS

**Individual coaching.**



Storytelling coaching for presenting at an upcoming event, writing a book, or improving communication.

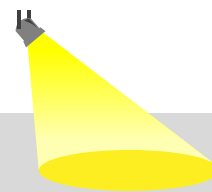
Minimum 10 sessions of coaching & planning.

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**"BECAUSE  
EVERYONE  
HAS AN  
AMAZING  
STORY IN  
THEM."**

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**CUSTOMISED WORKSHOPS.  
DETAILED TEAM-BUILDING EXERCISES TO  
CULTIVATE CHARACTER.  
CONNECT & COMMUNICATE WITH PEERS.  
INFLUENCE THROUGH STORYTELLING.**



## OPTION 3

### ESTABLISHING A TEDx CORPORATE EVENT UNDER LICENSE

Acquisition of a TEDx Corporate license.  
Plan & market a TEDx event internally.  
Compliance to TEDx guidelines.  
Storytelling coaching with individuals in preparation for a storytelling event.

**FOR MORE INFORMATION  
CONTACT US AT  
[SHARETREE.ORG/  
CONTACT-US/](https://sharetree.org/contact-us/)**

# STORYTELLING IS THE OLDEST FORM OF EDUCATION.

Storytelling is one of the most ancient techniques for creating experiences and engagement. Storytelling helps build character.

As organisations continue to experience increased diversity from cultural backgrounds, the merging of companies and divisions, and from the overall movement in people in an interconnected world, storytelling can become a useful tool for inspiring teams into action, preserving cultures and instilling values.



OR  
CUSTOMISE  
YOUR OWN  
EVENT!

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[SHARETREE.ORG/](https://www.sharetree.org/)  
[CONTACT-US/](#)

## Storytelling workshops cover the following topics:

- Perception Equity, Brand Equity and Value Mapping
- Shifting information from insight to impact
- Noise Reduction and Understanding Audiences
- Delivery, Environment and Energy
- Personal Style, Strengths and Weaknesses
- Intent of talk - the big "Why?"
- Visual | Auditory | Kinesthetic (VAK) Analysis
- Case Studies: Various communications & media
- The 10-step Short Story Structure & Memory Rooms
- Impact Distribution & Scaling Back