6. Storytelling to Increase Engagement

**Course Overview**

We have been listening to stories our entire life. As children, we loved when others read fairy tales to us. The bible is full of stories. Listening to stories is engaging, entertaining and we can learn lessons! As adults we can use storytelling to communicate critical messages to audiences with interest. The trick is to make the story relevant and deliver the story with enthusiasm at the right moment. Effective storytelling entertains the audience and increases retention and comprehension.

**Program objectives**

During this program, participants will learn:

* where to find stories worth sharing
* different types of stories
* effective elements of telling a story
* how to make the story sticky
* how to add humor to stories
* effective speaking techniques when sharing a story

**Available Formats**

• ½ day, full day