



JUST ONE THING

Online

AN ONLINE COURSE IN
APPLIED STORYTELLING

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TELL A BETTER STORY WITH JOT

Just One Thing (JOT) is a personal development concept centred around communication skills. In this online course led by Andrew Thorp, we focus on the importance of **storytelling** as a way to do justice to the product, service or idea you're promoting.

This is a six-part programme with **fortnightly sessions** in key aspects of 'applied storytelling', a vital skill in a world where attention is such a valuable commodity.

Sessions will be interactive and collaborative, with delegates working together to develop a powerful narrative for their business, and the confidence to deliver it well.



Don't make more noise;
strengthen your signal!

Nancy Duarte

6 KEY THINGS ABOUT APPLIED STORYTELLING

- ☑ It's more than just telling a funny anecdote
- ☑ It's your brand, the way people see and describe you
- ☑ It's a great way to package a powerful message
- ☑ It helps you combine facts and emotion (head and heart)
- ☑ It's a 'moving' skill (helps you persuade and influence)
- ☑ It helps you stand out in a very noisy world

Where you can use it:

- Presentations
- Networking (online or off)
- Team meetings
- On social media
- In tenders/proposals
- Interviews
- Conversations
- At home

How does the online course work?

- The programme comprises a series of **fortnightly workshops** delivered via Zoom, with each session lasting between 75-90 minutes.
- Sessions will be a mixture of plenary format and breakouts, with use of screen share, chat and whiteboard functions.
- Once participants have successfully registered for a session they may be asked to prepare some material in advance for that session (instructions will be provided).
- The programme is designed as a 'whole journey', to enable participants to see a before-and-after progression. However, it is possible to join part-way through and materials relating to missed sessions will be provided.
- Participants should join each session with an open mind and a willingness to help others (this is a collaborative process).
- As with everything in life, the more you put in the more you get out! Therefore, progress will largely be determined by the work you do BETWEEN sessions.

Costs and booking

- Book for each individual session via Eventbrite (links will be circulated).
- A separate Zoom registration link will then be sent to attendees.
- Each session will be priced at £15 + VAT (plus a small fee from Eventbrite itself).

Extra help with storytelling

There is clearly a limit to what we can achieve in these short, group sessions but it is possible to supplement this with additional 1-2-1 coaching (ask **Andrew Thorp** for details).

These sessions dovetail nicely with regular 'open' Zoom sessions where we practise the **One Minute Mentor** exercise. OMM (delivering an insight in 60 seconds) is a great way to develop your 'library', that mental filing cabinet of small stories, metaphors, models and other pearls of wisdom which help you illustrate your expertise.



PROGRAMME CONTENT

2020 - all sessions on Wednesdays (10.30am-noon)

Module

1) Introduction

Wed 3 June

Summary of content

- Introduction to Applied Storytelling
- The story you tell now (and what it might be)
- Set goals for improving and applying it

2) Building your story

Wed 17 June

- Why storytelling works (the theory and science)
- Story types and templates
- Building your own Library

3) Test-drive your material

Wed 1 July

- Testing and refining your own material
- Improve what you say (content, message)
- Improve how you say it (delivery)

4) Presentations

Wed 15 July

- Applying the storytelling approach to presentations
- Structuring a talk
- Testing existing material

5) Conversation

Wed 29 July

- The art of effective conversation
- Story-listening
- Selling yourself (building rapport, connection, trust)

6) Online storytelling

Wed 12 Aug

- Blogging and video
- Building authority in your niche
- Review of the journey you've been on!

Book via Eventbrite - contact Andrew for booking links



Andrew Thorp

Andrew is an award-winning speaker, consultant and trainer specialising in the field of business storytelling. Based in North West England but working internationally, his clients include the Big 4 accountants, Swiss Re and the European Parliament, plus a range of UK SME's, individual consultants and professionals.



People don't buy goods and services.
They buy relationships, stories and magic.

Seth Godin

Stories are data with soul.

Dr Brene Brown

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