

Storytelling

as an influencing skill

AN ONLINE COURSE FOR
BUSINESS PROFESSIONALS

(AN INTRODUCTION)

ANDREW THORP



Introduction

If you find yourself having to promote something, but don't consider yourself a 'hard-core salesperson', this course will suit you well. No one likes being sold to and many people feel uncomfortable having to push something on others.

Fortunately, the storytelling approach allows you to sell without it feeling like selling at all!

Our programme helps you frame and deliver your message in a way that truly does justice to whatever you're promoting – whether that's a product, service, idea, organisation or even your labour.

It's more of a pull strategy, drawing people towards your ideas and appealing to both head and heart. It's refreshing for your audience and more effective for you.

This course is mostly about verbal communication, but the same principles and techniques will also help you with the written word (articles, proposals and social media posts).

As well as buying your message your audience will find it easier to buy you too, and that means deeper, stronger relationships and a more human way of doing business.

[Photo by Martin Hambleton](#)



Leaning Forward

Exploring the art of persuasive speaking

With Andrew Thorp



[Artwork by Peter Thorp](#)

Check out Andrew's podcast

'Leaning Forward'

[Click to listen](#)

"Why storytelling matters in business"



If you're already sold on the idea of communicating in more 'storified' way and want to start that journey, skip to the [sign-up](#) page.

Alternatively, please read on!

6 powerful reasons to embrace storytelling

1

A better story helps you **stand out** in an ocean of noise

2

Trigger emotion in your audience (people buy on emotion)

3

Pull people towards your proposition (less pushy)

4

Educate your audience and **simplify** the complex

5

Hold people's **attention** (much more difficult in the virtual world)

6

Build **stronger relationships** (more human, less transactional)

Sample from the course:
the 3 IN's of communication



Click to listen (7 minutes)

A programme rich in content – a few numbers

5

Modules

20

Exercises

67

Audio clips

144

Pages of study notes

12

Video clips

Many

References, techniques
and (of course) stories!

Symbols used



Video



Audio



Transcript



Exercise



Template

www.andrewthorp.co.uk



Students decide for themselves how much time to invest in the course. The only 'requirement' is to submit quiz answers and before-and-after material.

How the course works

This online course (comprising 5 modules) works on the basis of self-directed 'asynchronous' learning. In simple terms, you study in your own time, at your own pace - but complete the course within THREE months.

- Modules 2-4 are supplied to you on completion of the first one. 'Completion' might mean submitting some material such as your current Elevator Pitch or answers to quiz questions relating to the module you have studied.
- The Course Tutor is Andrew Thorp and you may contact him throughout the programme for clarification on exercises, accessing study materials or other practical matters.
- No personalised coaching is provided although additional 121 support can be accessed by arrangement with the Course Tutor.
- A get-together will be held every month on Zoom which is open to anyone on the programme, whatever stage they happen to be at.
- Accreditation will be given to students successfully completing the course (according to stated criteria).



Do the course at your own pace



Video, audio, text, templates, exercises, stories



Easy-to-follow instructions



Supplement the course with 121 coaching



Monthly get-togethers on Zoom



Accreditation on completion

The 5 Modules

A summary of the content



Activity	1	2	3	4	5
Presenting and public speaking					
Running training sessions					
Attending networking events					
Being interviewed (for a job)					
Having conversations					
Meetings					
Coaching people					
Podcast guest or expert panellist					



Introduction

- Selling that doesn't feel like selling.
- Course structure and how to use the study materials.
- What do we mean by 'storytelling' (in a business context?).
- 6 reasons to embrace the storytelling approach.
- 8 situations where it comes in useful.

Self assessment

- Do a self-evaluation of key communication skills.
- Submit a 'before' version of things like an elevator pitch or presentation.
- My own journey into storytelling.

The psychology behind storytelling

- Modes of persuasion (Aristotle) – Logos, Ethos, Pathos.
- Common story tropes (and their 'real world' equivalents).
- The Hero's Journey (Joseph Campbell).
- Applying it to the film 'Jaws'.
- Finding the Hero's Journey in your own life.



The elevator pitch

- One of 4 key elements: elevator pitch, case study, presentation, anecdote.
- Elevator pitch – key points (eg what it's for?).
- Model examples, quality ingredients, the YOUsp.
- The PRO model (Pain, Remedy, Outcome), the 3 IN's.
- Getting creative, being flexible.

The case study

- Common pitfalls.
- A useful template,
- One of my own case studies (analysed).

The presentation

- Presentations as a piece of storytelling (narrative arc, 6-part structure).
- A food metaphor.
- Play a game of 'Crimes & Credits'.
- Using metaphors.
- The perfect short talk (analysed).



The anecdote

- Do's and Don'ts.
- Storify one of your own experiences.
- Tips on capturing the drama.
- The importance of a story library.



The perfect anecdote (analysed)

- Master storyteller Billy Crystal on the Jimmy Kimmel Show.
- A 2-minute story broken down into 12 parts.
- A wonderful model for us all!



Personalising your story

- What this means and why it matters.
- The ORID model for squeezing the juice from an experience.
- Core story and peripheral elements.
- Reflect on what you would say for each.



The podcast interview

- Be a guest on my podcast show.
- Put your own story to the test.
- Illustrates the importance of speaking AND listening.



Your story library

- When it's useful to draw on your library (rehearsed spontaneity).
- Thinking in metaphor to expand your collection.
- Bridging from metaphor to real world.
- 5 steps for building your library.



Informal storytelling (conversations)

- The 13 networking stereotypes (and a 14th to emulate).
- Bad conversational habits.
- Do an honest self-assessment!



Story-listening

- Extroverts, introverts and the power of ambiversion.
- 6 ways to improve as a conversationalist.
- Exercise in adopting listening positions.



Sources of inspiration

- 6 sources of personal inspiration when it comes to communication.
- Each is introduced through a principle they teach.
- Includes the skill of feedback, perspective taking and showing vulnerability.
- What source of inspiration would YOU choose?



Summarise and reflect

- What have you changed since starting the course?
- Do a self-assessment.
- In what situations have you been able to use your new skills?
- The 4 stages of learning a skill.



Performing (how you say things)

- Use of voice and body language (the non-verbals).
- The use of humour in business.
- 6 speaking exercises for you to try.
- Can you make ironing sound exciting?



Final message

- Sum up the essentials of each module.
- Recommended materials (TED talks, books, interview shows).
- A final thank you from me!

Ironing photo by [Annie Spratt](#) on [Unsplash](#)

How to enrol on the course

- The cost of the programme is £150 + VAT.
- To pay for the course and/or 121 coaching click on the PayPal link opposite or, alternatively, contact Andrew direct via email: andrew@andrewthorp.co.uk.
- On receipt of payment you will receive Module 1 materials.
- On completion of Module 1* (see note below) you will receive the remaining materials for Modules 2-5.
- If you have any questions please consult the [FAQ](#) or contact Andrew direct via email.

Note *

To complete Module 1 and receive the remaining study materials students must return their answers to a Quiz about the content of Module 1 and, additionally, submit their 'before' versions of core material like an elevator pitch or short presentation. More on this in the [Terms and Conditions](#).

- You can additionally arrange some private 121 coaching with Andrew, to accompany the programme and help you develop more personalised material. Please contact him direct to organise this.
- Once you enrol on the programme you may, for the 3 months following, attend any of our monthly Zoom get-togethers which will take place on these days (choice of two times offered):
 - On the first Wednesday of each month at 9am and 5pm.



I wish to enrol on the programme and agree to the **Terms and Conditions** [outlined here](#). Pay via the PayPal link:

[Purchase the course](#)

[Book additional 121 coaching](#)



About your Course Tutor

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

He has spoken at 3 TEDx conferences and organises regular events to encourage people to adopt the storytelling approach. In February 2021 he launched the podcast Leaning Forward, which explores the art of verbal communication.

Andrew previously worked for 22 years in the UK golf & leisure industry, as a golf coach, journalist, operational manager and consultant. He refereed in the 1989 Ryder Cup match at the Belfry, West Midlands which he considers the high point of his golfing career!

View his profile on [Linked in](#)

What you said about Andrew's work

Brilliant and so informative. If this was a book it would be an unputdownable page-turner - **Leslie Marsh**

Thought-provoking but also practical - **Michelle Mullany**

Seeing stories starting to take real shape, and begin to be honed, is an exciting part of the journey - **Martin Hambleton**

Hugely inspiring and enjoyable - **Siobhan Ryder**

There is a mountain of experiential wisdom and knowledge. I am coming more and more to the belief that this should be on the education curriculum - **Leslie Marsh**

I particularly liked the case study template. Made an otherwise uninspiring story so much better - **David Bellin**

Applying storytelling techniques is a sure-fire way to turn what may seem dull into interesting material - **Ayman Abdullah**

Loving this journey and the input from you and the rest of the delegates - **Sonya O'Sullivan**

Andrew's session was immensely practical and business-oriented and everyone's presentation and communication skills will have improved as a result - **Ian Brodie**

Andrew has a wonderful sense of empathy and connection to the stories he tells - **Cezara Glynn**

Andrew is a phenomenal speaker and his presentation was engaging and energetic and I've heard nothing but glowing comments ever since! - **Kirsty Okyne**

I heard Andrew speak this week at the NetworkPharma event; his presentation was inspiring and a masterclass in world-class presentation skills – **Melanie Martin**

I wholeheartedly recommend his workshops to literally anyone who ever talks to other people – **Sarah-Jane Loveday**

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