



I want to
communicate more
powerfully at work,
but how?

STORY
AT WORK

How to tell the stories
that encourage
your people to
listen, recall,
and act.

WORKSHOP DESIGNED FOR ENTREPRENEURS & PROFESSIONALS TO
LEARN THE CRAFT OF STORYTELLING FOR BETTER COMMUNICATION

You want to communicate better so people listen, recall and act, but how?

Communication matters

The quality of your communication informs the quality of your relationships, so how you communicate matters.

Not only in your conversations with colleagues and clients, but also as it measures your ability to educate, influence and inspire people when you speak and present.

Good communication reflects on how well you're heard, acknowledged, or credited and determines whether your messages stick with those you engage with.

As skill you may be born with it, you may suck at it, but you can't avoid its impact on your ability to do your work, whatever that is, to maximum effect.

Good communication also measures your success at capturing the scarcest human commodity—our attention.

And we say, hello *Story at Work!*

Why stories?

Scientific research shows that when we both tell and hear emotional, character-driven stories, it builds trust and the willingness to collaborate, which boosts recall of your key messages.

This alone is a compelling reason to learn how to tell purpose-driven, contextualised stories.

But more, when you can tell stories coherently from clarity of purpose and principles, it acts as a conduit to curiosity and truth seeking, fuelling the energy to enrich transform and even save lives.

More than storytelling

The opportunities to share your knowledge through speaking and presenting are growing, especially as an entrepreneur or professional known for your expertise.

But, how well are you translating that expertise so it shines in front of others?

What you learn

Story at Work gives you the tools to assist in becoming a compelling writer and storyteller, and enrich all your communication and presentation skills.

PART ONE—Working with story

You learn the context for telling your stories: why (your purpose), for whom, (your audience) intention, (your call to action) and your value (your unique knowledge and insights).

We work together to explore big concepts as a unique method to help you uncover the hundreds of stories housed in your value.

You're also introduced to a presentation framework that enables you to structure and craft your written and spoken presentations.

PART TWO—the art and craft of story

Once you're able to:

- unravel your key messages
- isolate your best insights, and
- uncover the contextualised stories

then we work on the craft to create compelling story through structure, language and cadence.

The *Story at Work* framework



You learn how to weave these stories into a presentation, written communication, or pitch.

During the training, you'll tell stories about your work and its value to pack a purpose-driven message you can tailor for your customers and colleagues.

You'll develop a repertoire of personal memes, cultural tales, and insights to use in your stories to influence, inspire, market, and motivate.

PRESENT

Now we can work with you to develop convincing voice and delivery skills that compels listening.

It's the entire process that will move you from being a person merely 'speaking your expertise' toward becoming a storytelling orator.

What do you gain?

For many, this training has created a life changing experience.

They realised the power of story to better communicate and saw how they could use the architecture and frameworks across all their communication, to connect and engage, build business, and transform lives.

Story at Work is an unforgettable learning experience that will transform how you communicate and how your colleagues and clients hear you.

As an entrepreneur, academic or professional, we'd love you to be part of the next intimate group of compelling storytellers.

What others say about Sandy McDonald

Story telling is the new black and as an educator/ facilitator and social advocate I was acutely aware of my need to skill up in this area... and this was the ideal course to enable this. Sandy is a skilled teacher and of course - story teller- who effortlessly blended stories into a well structured workshop. I left the day with an architecture and as importantly, the confidence to take the next step. Highly recommended workshop. **MARIA SIMONELLI, TELCO**

My eyes have been opened to the under-recognised power of story to influence and excite. It has changed the way I communicate through all means, whether this be in patient interactions, teaching, presentations, social media or grant applications. Story-power is a tool that can deeply enrich understanding and empower change; quite possibly my secret key to success! **DR ADA CHEUNG, THE UNIVERSITY OF MELBOURNE**

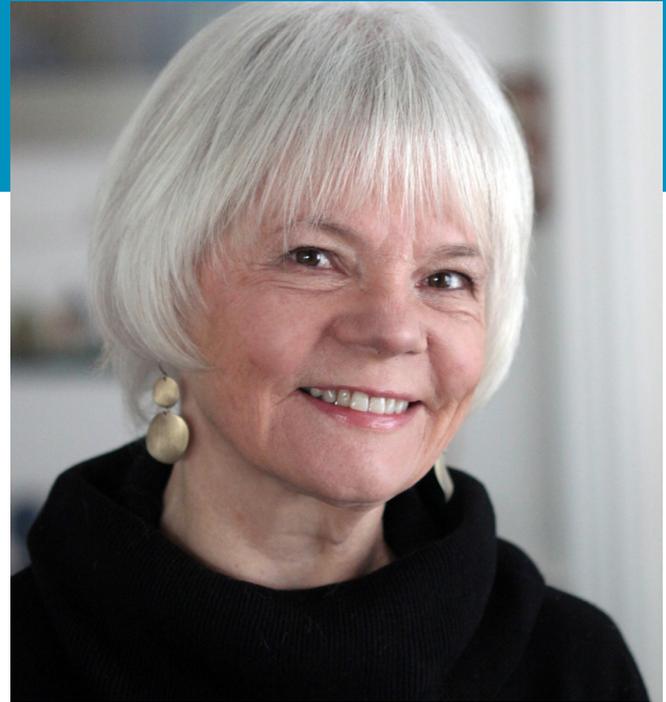
Packed with valuable information, and skillfully lead with care and encouragement. **CAROL-ANN ALLEN, MELBOURNE PSYCHOTHERAPY SERVICES**

Sandy is a natural born story teller and shares her wisdom and professional practice with us, born out of her own rich life experiences. In this way she demonstrates how to unlock the power of our own stories. **JOSHUA NESTER SEEK**

Sandy provides a wealth of information and transmits it in such a caring, articulate way. Her methods are easily understood and able to be adopted easily into your story telling tales. **JO KINGWILL, LARDNER PARK**

Sandy is great to work with and creates a wonderful environment that lets the stories flow out of you, even ones that you didn't know were there. She then shows you how to harness these stories and apply them to a purpose. A really great day that makes you more aware of your own capabilities. It really solidified for me that I'm on the right track to do what I want to do. **KIMBERLEY HENMAN, VICTORIAN FARMERS FEDERATION**

Learning how to craft and communicate that message well, has empowered and validated my voice. The content is enriching and resourcing and the impact of that will unfold in my writing for some time to come. **TALITHA FRASER, ADMINISTRATIVE ASSISTANT AT TRINITY COLLEGE**



Your coach

Sandy McDonald

Sandy is an author, TEDx speaker, trainer and communication coach.

She has trained and coached hundreds of founders, entrepreneurs and professionals to bring clarity and light into their complex communication world through purpose driven contextualised storytelling.

She is the founder of *SandyMcDonald.com* and Australian charity, *CreateCare Global*.

After 32 years running successful marketing communication companies, she used purposeful storytelling to start a global community that has worked for 11 years to support orphaned and vulnerable children.

She believes that stories told coherently from clarity of purpose and principles act as a conduit to curiosity and truth seeking, fuelling the energy to enrich, transform and save lives. Her book, *Clans, Supercharge your business*, details how.



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