



Masterclass: The Art of Workplace Storytelling

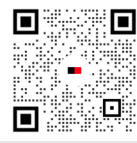


Masterclass: The Art of Workplace Storytelling

🕒 2 day 📍 Face-to-face, Live Online 💰 \$ 2,000

Enhance your workforce with storytelling tools. Whether it's to deliver a message across your organisation, build trust with clients and stakeholders, or to work at a broader scale to humanise your brand, communication can be positively transformed through narrative engagement.

Created by award-winning filmmaker Jason Van Genderen, this two-day course will equip your team with tested methodologies to increase their influence, make messages stick, and captivate an audience. They will learn to identify compelling narratives, create safe and ethical story spaces, develop and deliver powerful presentations, and cultivate their own storytelling styles for effective workplace communication.



Discover more at swi.nu/example

Learning outcomes

Upon completion of this course, participants will be able to:

- Identify compelling narratives through humanistic storytelling
- Value the creation of safe story spaces and manage ethical presentation of story
- Be proficient at developing and deliver compelling presentations using storytelling
- Be inspired to build and grow their own storytelling style into workplace communication

Skills outcomes

Through this course, participants will develop the following skills and knowledge:

- Humanistic storytelling techniques
- Identifying human interest angles
- Presentation skills
- Pitching and communication skills
- Interviewing for story
- Effective storytelling delivery methods

What you can expect

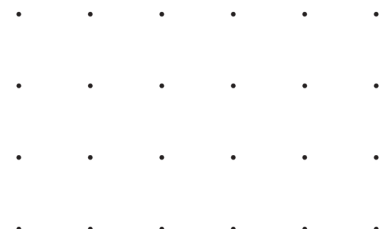
- learn alongside professional peers, enhancing your network
- the immediate knowledge and confidence to implement your new skills.

Pre-course work

There are no pre-requirements for this course.

Who should attend?

This course is intended for team participants looking to leverage their presentations, pitches and communications by adapting humanistic storytelling techniques. These techniques can be adapted to suit both internal communications as well as external needs.



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The Swinburne Edge difference

Swinburne Edge is a division of Swinburne University that exclusively services professionals. We offer professional development to people with existing skills and experience, who are ready to up-skill or formalise their skills for their next career stage.


Immerse yourself in a Swinburne Edge short course or qualification to enhance your current knowledge with fast-tracked, practical learning that gets you to your goal faster.

For further information, contact our Continuing Professional Education Advisors on 1800 633 560 or edge@swinburne.edu.au.





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