



# STORYTELLING MASTERCLASS OPEN COURSE

*'In a world where we are surrounded by noise, how can we use the tools of master storytellers to make our messages stand out?'*

**NEW COURSE: STORYTELLING MASTERCLASS WITH MAX DICKINS**  
**1-DAY, OPEN TRAINING**  
**DATES: 18TH JULY & 10TH OCTOBER 2018**  
**COST: £550PP + VAT, FULL DAY INCLUDING LUNCH**

Great stories have the power to engage, move and make difficult subjects easy to grasp. In this highly interactive and practical workshop, participants will learn how to tell stories for personal impact. They will learn the craft of storytelling in order to: be more effective at work, sell their ideas to clients and stakeholders, and understand the relevance of storytelling for brands.

This workshop will appeal to anyone who wants to participate in an immersive learning experience and will resonate particularly to anyone working with brands looking for new ways to translate corporate messages into the real world. You may be a brand manager, marketing director, business leader, in advertising & PR, in internal communications or in a creative team.

*"One of the best one of these things we've ever done - felt relaxed and not too serious, sometimes these workshop people take themselves too seriously so was good to have some humour injected."* Participant, Royal London

## What you'll learn:

1. **The power of stories:** understand the science that explains why stories are the most powerful communication tool around.
2. **Essentials of structure:** we teach the shape that is common to every great story to make your message as punchy as possible.
3. **The toolbox:** practical story telling hacks that you can use straight away to tell brilliantly engaging anecdotes.
4. **Applications:** understand the different sorts of stories you can tell in business, and when you need them.
5. **Learn the craft** of creating an emotional experience for an audience

The course content has been developed by the mightily talented Max Dickins - a professional storyteller who shares his hard won insights into the craft of storytelling, learnt at the coalface on stages across the UK and beyond. Working alongside Claire Bridges, Founder of Now Go Create, who understands brand communications, we've worked hard to ensure that the art of storytelling can be directly translated back to your business.

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## What you'll be able to do differently:

- **Persuade more effectively:** make your message emotionally resonant to move your audience to action.
- **Communicate complex ideas:** explain ideas with clarity whilst engaging your audience.
- **Make your message more memorable:** studies show that stories make information 80% more memorable than simply listing facts or stating arguments.
- **Build trust and rapport:** communicate with vulnerability and authenticity to build relationships fast.
- **Tap into the power of your own experience:** you are sitting on a goldmine of insight. Storytelling can help you share it with the world.

## Outline agenda for the day

### Business Challenges & Introductions

The session will start with attendees each brainstorming a particular business communications challenge they are currently facing. This will be their stimulus for the applied work later in the day. As this is an open training you will need to be happy sharing this with the group, so please do bear this in mind (if confidentiality is an issue contact us to discuss running an in-house workshop for your group instead.)

*"The sessions were great on Friday!! Max was fantastic and really made each session enjoyable, fun and we have received lots of good feedback on it so far. I am sure it can be tough with groups of 60+ to keep everyone engaged while also delivering storytelling fundamentals but Max managed this no problem."*

Digital Consultant, Management Consultancy

### Intro to Storytelling: context

What makes a story and why do we tell them? How do you develop your own story? How has storytelling been scientifically proven to be an effective way to spread ideas?

### Storytelling Practice: practical tips and techniques

Attendees will tell lots of their own stories using different provided prompts while dissecting the different elements that make up an effective story.

### Story Frameworks: applications

In business storytelling, many professionals default to sharing facts, not stories. Attendees will be exposed to different frameworks that can be used to enhance fact telling.

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## Business Story building & coaching

Bringing together the tools and techniques covered over the workshop, attendees will deliver a compelling business story that solves the business challenge brainstormed earlier.

Attendees will share their practiced and coached business stories to the group.

*"I genuinely feel like the workshop helped me unlock a much deeper level of creativity and audience understanding."* Workshop attendee

## ABOUT YOUR STORYTELLING TRAINER

### MAX DICKINS

Max started his career as a radio presenter for Absolute Radio, spending two years behind the mic with his own show. He was nominated for a prestigious Sony Radio Award in the process. On the stage he's worked as a stand-up comedian, and his third solo-show 'My Groupon Adventure' was a sell-out smash hit at the Pleasance Courtyard at the Edinburgh festival in 2014. This show inspired his first book, 'My Groupon Adventure', which was published in June 2017. His latest work is as a playwright, including The Man on the Moor, a one-man play, which was a critical hit at the 2017 Edinburgh Festival and will tour the UK in the Spring 2018. As an actor and writer he has a myriad of TV and radio credits on both sides of the Atlantic, working with BBC2, E4 and Sky1 amongst others.

### ABOUT NOW GO CREATE

Now Go Create was founded 7 years ago by ex-WPP MD and Creative Director, Claire Bridges who knows from personal experience that creativity can be intimidating and subjective, and the information on the subject overwhelming. When Claire first became responsible for driving creativity in a 100-strong WPP-owned PR agency where ideas were its lifeblood, she realised that despite being labelled 'creative' herself, she didn't know any formal techniques or processes and she went looking for the answers to the many questions she had. Claire immersed herself in the subject, and studied for an MSc in Innovation, Creativity and Leadership at Cass Business School at City University London. She is now one of only 55 people in the world to hold this qualification. Her studies led to the publication of In Your Creative Element - a curated guide to creativity using the framework of the periodic table – with the what, the why and the how combined. We use the art and science of creativity to inform all our courses and work with leading talent in storytelling and coaching to help deliver our workshops.

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**YOU MAY BE INTERESTED IN SOME OF OUR OTHER OPEN COURSES:**

**COURSE: HOW TO BE A CREATIVE NINJA, CENTRAL LONDON**

**DATE: JUNE 12<sup>TH</sup> & SEPTEMBER 18<sup>TH</sup> 2018**

**COURSE: BRILLIANT BRAINSTORM FACILITATION, CENTRAL LONDON**

**DATES: JUNE 13<sup>TH</sup> & SEPTEMBER 19<sup>TH</sup> 2018**

We'd love to help you to up the creative ante in your business. Please do get in touch with [lucy@nowgocreate.co.uk](mailto:lucy@nowgocreate.co.uk) or call us on 07917 132 672 if there's anything we can help you with.

**TERMS & CONDITIONS: STORYTELLING MASTERCLASS, TRAINING PROVIDED  
BY NOW GO CREATE LTD**

## How to pay:

You need to pay the full amount at the time of booking. An invoice will be issued, payable by return. Please pay by Paypal (their £18 fee transaction fee is added to the course cost) or BACS. Please advise Now Go Create if a PO is required. Joining information will be sent to you on receipt of payment.

Now Go Create reserves the right to re-allocate the course place to another delegate if fees are not paid within 5 days of invoice or within 4 weeks of the course start date.

## Cancellation Policy:

We do not give refunds unless in the unlikely event Now Go Create has to cancel the training.

## Can I transfer my booking to someone else?

If the named delegate cannot attend we can transfer your booking to another person within your company for the same date. There is no refund or transfer if the delegate fails to attend the course. Please email [lucy@nowgocreate.co.uk](mailto:lucy@nowgocreate.co.uk) if you wish to change the name of the person attending. Changing the name of the attendee can be done twice without incurring a £15 admin fee.

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## Can I reschedule my course place to a different date?

We try to be as flexible as we can however once you've paid and received your confirmation we assume that you will be joining the course. We are a small organisation, and our group sizes mean we usually sell out, and late cancellation means that we are out of pocket.

We do not transfer places onto another of our workshops as standard. If you need to reschedule your place we require as much notice as possible and will do what we can to accommodate you. There is a £115 fee for a change of date to another course (if the place is available), which covers our venue and admin costs. The course must be taken within 1 year of the original booking date. Once booked, please notify [lucy@nowgocreate.co.uk](mailto:lucy@nowgocreate.co.uk) as soon as possible if you cannot attend or if you have any queries about the course.

## Do you offer charity discounts?

Yes these are available: please contact us for more details.

We look forward to seeing you on one of our courses soon!

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