



THE ART OF STORYTELLING IN BUSINESS

One-Day Workshop

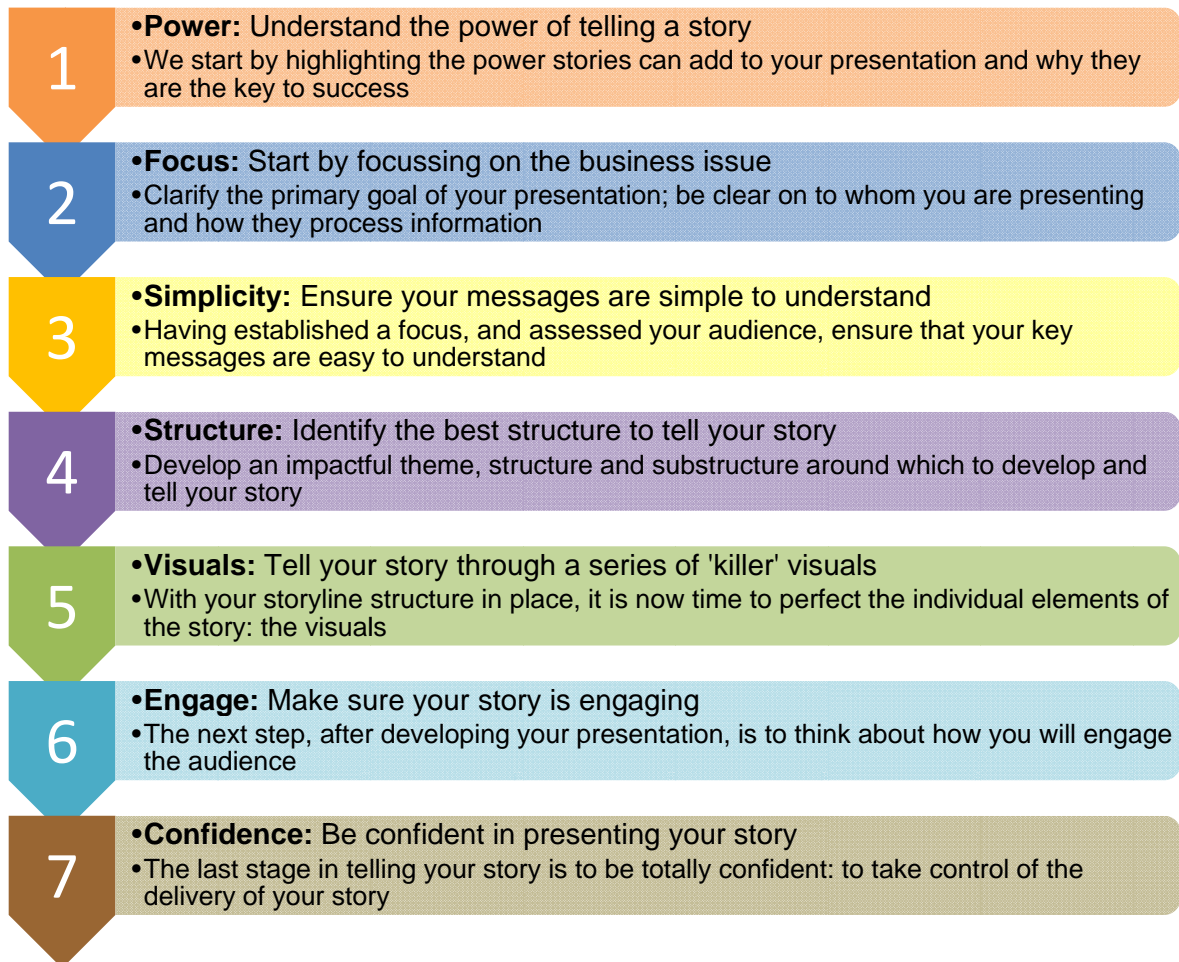
How to deliver business presentations
that make a difference

Our workshop equips delegates with the skills to be compelling business storytellers

The benefits of the DVL Smith Storytelling workshop:

- ◆ Know how to structure a storyline that will engage your audience
- ◆ Be comfortable building a story using all of your disparate pieces of marketing intelligence
- ◆ Learn how to construct visuals that attack the business issues
- ◆ Perfect the skills of a giving winning presentation

An overview of our Storytelling workshop



What is included in our Storytelling Workshop:

An interactive training session with group exercises

The workshop is a practical, creative environment supplemented with interactive exercises. Each step of the Storytelling workshop has three elements:

- **A review of the key principles and concepts**
- **Lots of opportunities for interactive discussion and debate**
- **Mini case study exercises to reinforce what is being discussed**

Comprehensive take away training pack

Every delegate will receive their own training pack consisting of:

- A **training manual** to support and underpin the workshop
- A **CD with tools and techniques** to help you further your training
- A **bibliography** of further reading material to explore the topic
- Exercises** to undertake in your own time to hone your skills
- A storytelling **case study** to practice *after* the workshop

Follow-up training and support

We will provide you with a **model answer to the case study exercises** and assess your own storytelling approach to the case study
We will review any particular issues that have arisen as you begin to **embed our ideas into everyday work practice**

Access to the DVL Smith Members Lounge

Every delegate will get free access to **DVL Smith's Members Lounge** - an exclusive online repository of training material where you can:

- Download** further tools to perfect your storytelling approach
- Watch** training videos
- Access** our archive of papers
- Complete** some simple five-minute exercises
- Upload** your case study answer or download our 'model answer'

DVL Smith's Training Experience

DVL Smith has considerable experience of running in-house training courses for companies seeking to take their insight teams to the next level. DVL Smith has run in-company training programmes for numerous commercial and industry body training organisations throughout Europe, North America, South America, South Africa, Australia, Singapore and Hong Kong. DVL Smith is experienced in designing courses to ensure newcomers to the industry have the skills necessary to operate as evidence-based consultants.

David Smith, Skills Development Leader

David has 30 years' research experience and holds a PhD in Organisational Psychology from the University of London. David is a Fellow of the Chartered Institute of Marketing; a Fellow of the Institute of the Business Consultants. David is also a Fellow, and former Chairman, of the Market Research Society and is a Professor of the University of Hertfordshire Business School.

David has won numerous awards from the MRS and ESOMAR, including ESOMAR's prestigious John Downham Award for Excellence in Market Intelligence. He is an author of two major research books and over 60 papers on marketing intelligence and business decision-making. David is an expert on how to give effective business presentations.

Patrick Young, Associate Trainer

Patrick graduated with an Honours degree in Psychology and moved into research, joining the employee research division of a leading agency, before joining DVL Smith Ltd. Patrick has experience in conducting qualitative and quantitative primary research and developing and supporting DVL Smith's training workshops.

Patrick has co-authored a range of papers discussing the importance of skills development to the market research industry and has spoken at a number of universities on the importance of creativity and storytelling in business.