

Theme: Communication

Course: **COMMUNICATION AND STORYTELLING**

General information

◆ Aim of the course

Learn how to build a narrative that catches attention and boosts buy-in from the audience.

◆ Learning goals

- Learn how to boost your audience's attention
- Understand the foundation of the art of Storytelling and build your own story
- Improve your capacity to face and handle objection.

◆ Audience

Lead buyers, Category managers, Procurement managers and directors.

◆ Prerequisites

- A good command of English or French
- Have the necessary [technical equipment](#) to follow online courses.

◆ Learning mode & pedagogy

- 1) **Individual** self-paced pre-readings
- 2) **Participants share objections they want to work on during the session.**
- 3) **Learning by doing in online or face-to-face classes.** Participants progress through situational workshops and role-plays.

Individual pre-readings - Estim. duration: 3 hours

1. "The Science of Storytelling: Why Telling a Story is the Most Powerful Way to Activate Our Brains"
2. "What Makes a Good Story?"

Burning issue - 0,5 hour

Participants prepare a list of objections to work on during virtual classes

Programme of the trainer-led classes | 3,5 hrs x 2

I. Class 1

- Boost your audience's attention (verbal and paraverbal communication, tips & tricks)
- **Role play:** Catch me (my attention) if you can
- The art of storytelling
- **Workshop:** build your story
- Each participant selects a topic to present to the group. The storytelling is created following the best practices seen during the course.

II. Class 2

- Managing objections: the HALAS method
- **Role play:** Manage objections, live.
- Engage the audience towards next steps
- **Role play:** Engage your audience with your conclusion



Date of first - last class:

In English: 27 October - 03 November 2025

In French: from 17 - 24 November 2025

