



Onsite Workshops



Virtual Workshops



Online Courses

Why Use Storytelling?

The answer may seem obvious (**humans love stories!**), but if the story isn't compelling or leads readers to an incorrect conclusion, the storytelling has failed. It would seem that being able to weave a story would be simple, since it's something that most of us do on a daily basis, but when it comes to using storytelling in our workplace documents, that can be difficult.

If your team needs to tell better stories, our workshop, **Data-Driven Storytelling**, fits the bill!

Using storytelling engages your reader while helping you communicate your message more clearly. In addition, stories add clarity and, perhaps most important, better ensure that your readers will take the desired action.



Typical Topics:

- *Why storytelling is important*
- *The five elements of storytelling*
- *Making the reader the hero*
- *How readers engage with storytelling*
- *Understanding the writer's role in storytelling*

Learn More:

www.hurleywrite.com

877-249-7483

info@hurleywrite.com



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