

*ISTD Ahmedabad Chapter
Presents*

Management Development Program
on

Storytelling
FOR PROFESSIONALS

6 DAYS

2 HOURS EACH

Program starts from July 10, 2021

Last Date to Register : July 8, 2021

OVERVIEW

Stories have always been the most powerful medium to connect with individuals. The retention of learning through stories has been proven to be longer than merely using slides, stating facts etc. Stories, when narrated effectively, can personalize the learning experience for the participants.

We all have a natural capability to tell stories – it is like running. However, to run like an athlete you need to train yourself. Similarly, trainers and facilitators need to learn and practice the skill of storytelling for using it effectively in their sessions!

Storytelling, over a period, has become a very important tool for facilitators. Stories not only makes the sessions interesting, they also drive the knowledge retention and application

Trainers and facilitators can leverage the tool of storytelling to present their message with clarity and confidence through which effective learning is enabled. The skill of storytelling can enable the facilitators to colorize what would otherwise be just black & white information. Storytelling in the learning environment is a powerful technique and can be used at any time during the training.

In the current scenario when the entire delivery of training programs has shifted to virtual mode, trainers need to upskill themselves to ensure effectiveness and connect with the participants, as in the classroom session. Professionals from other domains would also benefit greatly from this workshop as they'd be able to present their ideas more effectively.

Storytelling is a valuable learning and training tool with applications spanning across. It has been identified as a crucial skill at CxO levels.

This workshop would help participants from diverse backgrounds to upskill themselves for the future.

OBJECTIVES & LEARNING OUTCOME

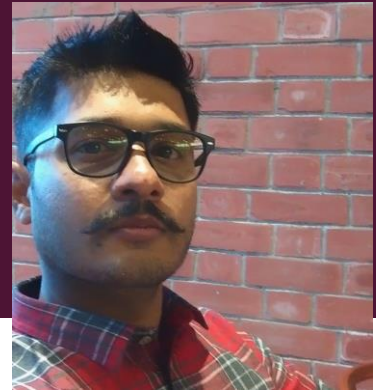
The storytelling workshop is being proposed to enable participants to:

- Increase audience engagement
- Use stories to simplify complex topics
- Integrate stories in pre – designed modules
- Understand the elements that make up an expressive speaking voice
- Learn effective strategies for preparing & telling stories

Through the proposed workshop, following skills would be developed:

- Creating and narrating stories effectively
- Craft & Aesthetics of storytelling
- Storyboarding
- Use of storytelling tools – gestures, body language, theatre etc.
- Usage of space for storytelling in both offline & Online medium
- Nuances of voice for effective storytelling

ABOUT THE TRAINER



Mr. Suraj Kurup is an international voice artist working with BBC, Discovery, National Geographic channel, ISRO (as a nationally known Super A artist), leading advertising agencies like Ogilvy & Mather, Mudra, Everest, Moving Pixels etc.

He has lent voice for Hollywood film trailers and has dubbed a few Hollywood movies in Hindi for Indian market. Some of his work include dubbing for 300: Rise of an Empire, Bal Ganesha, movie trailers for conjuring 2, Hercules etc.

Suraj is an avid performing artist, active in the industry since the last 2 decades. Prior to taking up training, worked full time as RJ with Radio Mirchi and Radio city.

In his various stints throughout his career, he has proved his competence as a wonderful storyteller. He has successfully trained 50+ actors and voice artists in Mumbai and Ahmedabad.

Suraj has also conducted Storytelling workshop for Learning and Development team at Ford Motor Company and is an empaneled trainer with the organization.

PROGRAM DETAILS

The program will follow a blended learning method comprising of Instructional, Activity Based and Hands-On Experience. The participants will be equipped with using storytelling both in the virtual as well as the physical space.

The workshop design would spread across 6 days (2 hours per day). The participants will have a lot to practice along with a bit of theoretical input to strengthen their grip on the art of storytelling. Apart from that, the participants would be expected to practice and complete their post session activities as planned to keep their learning journey on track.

Day	Content
1	Introduction to storytelling, Types of Storytelling, Voice Exercises - 01
2	Craft of Storytelling, Aesthetics of Storytelling, Voice Exercises – 02, Home Activity
3	Storytelling Process through Storyboard, Individual story performance, Voice Exercise - 03
4	Body Language, Elements of Theatre – Lecoq Method, Usage of space in virtual & Physical mode, Voice Exercise - 04
5	Writing and performing the story, understanding the nuances to bring finesse in storytelling, Voice Exercises - 05
6	Using case studies for storytelling, Voice Care tips, Voice Exercise – 06

REGISTRATION & PAYMENT DETAILS

The registration fees for the program is **Rs. 2950/-**

Program fees: Rs. 2500 + 18% GST

The fees can be paid through NEFT for which bank details are provided as under:

Name of the bank Account: ISTD, Ahmedabad Chapter

Name of the Bank: The Kalupur Commercial Co-op. Bank Ltd.

Address: Nirma University Branch, Nirma University, SG Highway, Ahmedabad - 382481

NEFT / IFSC / RTGS code: KCCB0NRM097

Account Number: 09720180152

Note:

1. It is mandatory that while remitting the payment, please send us the payment details advice to us for confirmation of payment. The same can be uploaded on Google Form
2. This is a certification program and participants who submit all the activities and have 85% attendance will be given the certificate

Link to Google form for Registration: [**CLICK HERE**](#)

ABOUT ISTD

The Indian Society for Training & Development (ISTD), established in April 1970, is a national level professional & non-profit society registered under the Societies Registration Act, 1860. It has a large membership of individuals and institutions involved in the area of training and development of Human Resource from Government, Public and Private Sector Organization & Enterprises; Educational and Training Institutions and other Professional Bodies.

The Society is affiliated to the International Federation of Training and Development Organizations (IFTDO), USA and Asian Regional Training and Development Organizations (ARTDO), Manila.

ISTD Organizes Training Programs, all over the country both at Chapter and National Levels. The Programs cover selected areas of HRD with special emphasis on Training of Trainers, Training Goals & Objectives and Training Tools & Technologies. A very large number of Public and Private Sector Organizations, Training Institutions Central And State Government participate in these programs, some of which have been held in collaboration with Planning Commission, Bureau of Public Enterprises and the Training Division of Department of Personnel , Government of India


The ISTD Diploma in Training & Development, conducts a Distance Learning Programme of 18 month's duration for the purposes of recruitment to superior posts under the Central Government and PSUs is also recognized by the Department of Personnel and Training (DoPT), Govt. of India under its Faculty Development Scheme and by many of the corporates for appointments in their organizations.

ISTD has been designated as the National Nodal Agency to 'Testing and Certification' of Skilled Workers in the organized and unorganized sectors.

ISTD is managed by a National Council, headed by a President at the apex level and Managing Committees headed by a Chairman at the Chapter level. They are assisted by other office bearers and functional committees in a wide spectrum of activities.

ABOUT DPPG, BK SCHOOL OF PROFESSIONAL AND MANAGEMENT STUDIES, GUJARAT UNIVERSITY

Department of Public Policy and Governance (DPPG) offers courses like Ph.D., Master courses, Certificate and PG Diploma Courses related to Public Policy, Public Administration, Public Finance etc. It is a multidisciplinary initiative and involves policy related learning and development in all fields like Business and Government Policy, Demography, Politics, Institutions, International and Global Affairs, Political and Economic Development, Social and Urban issues, Economics, Health and Hygiene, Administration and Infrastructure, science and technology etc. The department is committed to provide quality professional development opportunities for students/ professionals in the public and non-public sectors.



"Storytelling is the most powerful way of putting ideas into the world"

FOR FURTHER INFORMATION, PLEASE CONTACT

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