

STORYTELLING & EFFECTIVE COMMUNICATION



The program aims to provide the athlete cohort with effective communication and storytelling skills that will develop confidence in creating and delivering engaging and powerful presentations to a range of audiences. The program is facilitated by Rebecca Cook from Elite Athlete Business School and is delivered over 4 x 1.5 hours modules through workshops and online resources. A post-course survey and follow up ensures that participants have a clear understanding of the practices and implementation of the course content.

MODULE 1

Laying The Foundations Plan, Prepare & Practice

- Find your purpose for presenting
- Identify the outcomes and actions you want your audience to take
- How to choose your presentation topic (if you are not provided with a topic)
- Create your three key points

MODULE 2

Crafting A Story The art of storytelling and connecting with your audience

- Crafting your life story and pulling out the key messages and mini stories within
- Learn specific storytelling techniques
- Understand and implement the elements that bond an audience with your story and embody the messages and ideas you are sharing

MODULE 3

Structuring the Presentation From the starting block to the finish line

- Learn how to capture the attention of your audience and engage them with your opening
- Develop content that will engage different personalities in every audience
- Structures that prevent you from getting off track
- Finish strong with your core message

MODULE 4

Presentation and Delivery Develop awareness of body and voice

- Develop and awareness of how to effectively use your body and voice
- Practice until you can't get it wrong
- Work with the facilitator and peers to receive feedback on your presentation