

Course Name: Art and Science of Story Telling

ABOUT THE COURSE

TOTAL DURATION:	45HRS
MODE OF DELIVERY	PHYSICAL CLASSROOM TRAINING AT RESPECTIVE COLLEGES
TRAINER TO STUDENT RATIO:	1:50
TOTAL MARKS:	75

TABLE 1

OVERALL COURSE OBJECTIVE:	The program would help students incorporate storytelling into everyday life. It aims to equip the participants with basic skill-sets that would provide effective storytelling tools & techniques.
LEARNING OUTCOME:	<ul style="list-style-type: none">• Explore the joy of storytelling• Focus on opportunities for learners to express themselves creatively• Channeling learners' interest & creativity to communicate effectively• Using the story bridge to connect with other individuals• Prepare a social enterprise sprawling the story net to share the expanse of their work

PROGRAMME OVERVIEW

The tertiary-level storytelling curriculum empowers students with leadership skills and effective communication strategies, harnessing the power of storytelling. By honing their storytelling abilities, students gain the expertise to craft captivating personal narratives, establish strong community connections, inspire action, and lead with purpose. This transformative 45-hour online program has been successfully utilized by senior leaders and professionals in various organizations in India and internationally. It is specifically designed to be highly relevant and beneficial for tertiary students, offering them invaluable skills and knowledge, including:

- **Enhancing Communication Skills:** Tertiary education is a crucial period for students to develop their communication skills. Effective storytelling helps students express their ideas, values, and aspirations in a compelling manner.
- **Fostering Leadership Abilities:** Storytelling is an essential component of leadership. By mastering the art of storytelling, tertiary students can cultivate their leadership potential, inspire others, and effectively navigate complex organizational dynamics.
- **Engaging and Empowering Communities:** Tertiary students often engage with diverse communities and social issues. Storytelling enables them to connect with different audiences, evoke empathy, and motivate community members to actively participate in collective endeavors.
- **Developing Critical Thinking:** Crafting and analyzing narratives requires critical thinking skills. Tertiary students learn to deconstruct narratives, identify underlying messages, and evaluate the impact of storytelling techniques, fostering their analytical and critical thinking abilities.
- **Cultivating Empathy and Understanding:** Storytelling facilitates the development of empathy by encouraging students to understand and appreciate diverse perspectives. Through sharing personal narratives and listening to others' stories, students gain a deeper understanding of social, cultural, and personal differences.
- **Nurturing Creativity and Imagination:** Storytelling stimulates creativity and imagination, allowing tertiary students to think beyond traditional boundaries. By exploring different narrative structures and experimenting with storytelling techniques, students can unlock their creative potential.
- **Leveraging the Digital Age:** In today's digital era, effective storytelling encompasses various multimedia elements and digital platforms. This program equips tertiary students with digital storytelling skills, enabling them to effectively communicate and engage with audiences through online mediums.
- **Promoting Self-Reflection and Identity Development:** Storytelling encourages self-reflection and introspection. Tertiary students have the opportunity to explore their own identities, values, and aspirations, ultimately contributing to their personal growth and self-awareness.
- **Navigating Career Development:** Storytelling plays a crucial role in career development. Tertiary students who can effectively communicate their experiences, skills, and future goals through compelling narratives are better equipped to stand out in job interviews, networking events, and professional settings.
- **Strengthening Emotional Intelligence:** Storytelling enhances emotional intelligence by enabling students to express and understand emotions. Tertiary students learn to navigate the emotional dimensions of storytelling,

enhancing their ability to empathize, connect with others, and build meaningful relationships.

Storytelling provides students with a comprehensive skill set that empowers them to become **effective communicators, empathetic leaders, and agents of positive change** in their respective fields.

WHY "Stories"?

Stories have the unique ability to communicate values through lived experiences rather than abstract principles. They possess the power to inspire change by evoking shared values that motivate others to take action. Even if you believe your personal story is unimportant or that people aren't interested, as a public servant or organizational leader, it is your responsibility to share your narrative. If you don't shape your own story, others will do it for you, potentially distorting your intended message.

COURSE CONTENT

These **modules** provide a structured approach to developing storytelling skills for leadership, community engagement, and business contexts, while also exploring the power of storytelling in critical change moments, the digital landscape and other fields.

MODULE 1: THE BIRTH OF STORYTELLING

- 1.1 Stories of Entertainment
- 1.2 Stories That Pass on Cultural Values
- 1.3 Difference between Reading & Telling a Story
- 1.4 The wiring of the human brain through stories
- 1.5 Listening to stories is real reading?

MODULE 2: INTRODUCTION TO STORYTELLING

2.1 Story Content

- Types of Stories.
- Elements of Stories.
- Models of Stories (Formulas).
- Symbols in Stories.
- Story Structure.
- Story and Place.
- Story and Community.
- Story and the Past. Story and the Future.
- Story and Personality Development.

2.2 Story Performance

- Breathing/Singing/Moving and Storytelling.
- Styles of Speaking in Storytelling.
- Acting-out Characters (Role-playing).
- Audience-Participation in Storytelling.
- Group Enactment of Stories (Performing Skits).
- Singing-and-moving Stories.
- Story Drawing/Painting/Illustrating/Mapping.

- Storytelling accompanied by Illustrations, Puppets, Masks, and Props.
- Ways of Coaching Storytelling.

MODULE 3: Principals of Storytelling

3.1 The Storytelling Flow

- Turning Points of Stories
- The before of telling a story
- The after of telling a story
- Criteria for good storytelling
- Effective workflow to create story
- Preparation & Interpretation of story
- Establishing storytelling principles & techniques to amplify the impact of stories
- Crafting Stories online & offline

3.2 Tools for Storytelling

- Software & Resources for storytelling

MODULE 4: Crafting Your Personal Story

4.1 Stories of great personalities & their role in shaping our personality

4.2 Reflecting on personal experiences that shape values and motivations

- Mining your personal experiences
- Choosing a clear central message
- Importance of personal storytelling
- Meaning of personal story
- Understanding why a personal story reflect a person's reality

4.3 Developing storytelling techniques to effectively convey personal narratives.

MODULE 5: Storytelling & Community

5.1 Transmedia Storytelling

5.2 Storytelling for Corporates

5.3 Digital Storytelling

5.4 Storytelling for Social Impact

5.5 Storytelling In Education

5.6 Storytelling for Mental Well-being

CORE CONCEPTS

1. The 5 Cs:

- **Demonstrate Critical Thinking:** Apply analytical skills to deconstruct narratives, evaluate storytelling techniques, and identify underlying messages.

- **Exhibit Effective Communication:** Articulate ideas, values, and aspirations in a compelling manner through storytelling, engaging and captivating the audience.
- **Foster Collaboration:** Collaborate with others through storytelling, actively engaging and incorporating diverse perspectives to create impactful narratives.
- **Cultivate Creativity:** Think innovatively by exploring various narrative structures, experimenting with storytelling techniques, and employing creative approaches to storytelling.
- **Develop Character and Care:** Create relatable and compelling characters in narratives, infusing them with depth and authenticity to resonate with the audience.
- **Conclusion:** Crafting satisfying conclusions that resonate with the audience.

2. **Digital Storytelling:**

- Utilizing digital tools and platforms to enhance storytelling techniques.
- Incorporating multimedia elements, such as images, videos, and audio, to enrich narratives and engage the audience.

3. **Business Storytelling:**

- Applying storytelling principles in a business context.
- Using narratives to effectively communicate organizational values, brand stories, and marketing messages.

LEARNING OUTCOMES

Upon completion of the storytelling curriculum, tertiary students will develop the following skills and competencies:

1. **Develop Proficient Communication Skills:** Articulate ideas, values, and aspirations effectively through compelling storytelling techniques.
2. **Foster Effective Leadership Abilities:** Cultivate leadership potential by integrating storytelling to inspire and navigate complex organizational dynamics.
3. **Engage and Empower Communities:** Connect with diverse communities, motivate participation, and drive positive social change through storytelling.

4. Enhance Critical Thinking and Narrative Analysis: Deconstruct narratives, identify underlying messages, and evaluate storytelling techniques.
5. Cultivate Empathy and Cultural Understanding: Gain appreciation for diverse perspectives, cultures, and social contexts through storytelling.
6. Nurture Creativity and Imagination: Think innovatively by exploring narrative structures and experimenting with storytelling techniques.
7. Master Digital Storytelling: Utilize digital tools and multimedia elements to enhance storytelling in the digital age.
8. Promote Self-Reflection and Identity Development: Engage in introspection, align personal values, and contribute to personal growth and self-awareness.
9. Excel in Career Advancement and Professional Branding: Effectively communicate experiences, skills, and goals in job interviews and professional settings.
10. Strengthen Emotional Intelligence: Express and understand emotions, fostering empathy and building meaningful relationships.

ASSESSMENT

Ongoing through the programme:

1. **Narrative Presentations:** Students deliver narrative presentations to showcase their storytelling skills, assessed based on clarity, engagement, and conveying a compelling message.
2. **Narrative Analysis and Reflection:** Students critically evaluate narratives, analyzing storytelling techniques, impact on the audience, and underlying messages conveyed.
3. **Self-Assessment and Peer Feedback:** Students engage in self-assessment and provide constructive feedback to peers, fostering self-reflection, self-awareness, and constructive feedback skills.
4. **Creation of Storyboard & Digital Content and Props:** Students create content for transmedia purposes.

FINAL CAPSTONE PROJECT

Students undertake a comprehensive storytelling project, assessed based on storytelling techniques, audience engagement, emotional impact, and the clarity and effectiveness of the narrative.

Through these assessments, students demonstrate their proficiency in storytelling, critical thinking, creativity, self-reflection, and effective communication skills, preparing them to use storytelling as powerful communicators, leaders, and catalysts for change.

REFERENCE MANUAL: Will be provided online by ACEnovation

REFERENCES FOR FURTHER READING

1. The Science of Storytelling - Will Storr – amazon.in
2. Storytelling Skills – Fred Hackman
3. The Art of Storytelling – Professor Hannah B Harvey – bookchor.com
4. Storytelling Made Easy – Nupur Agarwal – amazon.in
5. Stories at Work – Indranil Chakraborty – amazon.com
6. Building a Story Brand – 99 Bookstore

INDUSTRY SCOPE

On Completion of this course, students get a sound understanding of the Art & Science of storytelling; thus, they will be equipped with this teaching & Learning methodology and employ it effectively in their field of work.

20 INDUSTRY USE CASES

1. Identify & articulate some of the most prevalent theories that help us to comprehend why storytelling is important in all cultures worldwide.
2. Explain how culture affects stories globally from the faith and Gods of the Greek dramas to the religious stories in all cultures, to the community-based frame in many societies to the individual agency of a single protagonist in much of the western storytelling.
3. Find out how stories can strengthen strategies for social change
4. Connect stories with new age forms like transmedia & webisodes
5. Oral storytelling and its power in advertisements
6. Enumerate & bring out the skill sets needed to apply storytelling in marketing
7. Find out various ways to use the art of storytelling in non-profit sectors
8. Set & Implement storytelling activities to HR for team introduction
9. Use of storytelling for office orientation & induction of new employees
10. Improve student engagement, retention, fostering the love for learning in primary, secondary & tertiary levels of education
11. Using storytelling bring about improved patient experiences and outcome in healthcare
12. Use stories to counsel a friend or family member
13. Take any brand in the market and enhance the brand presence and increasing customer loyalty
14. Inspire & motivate your peer group or juniors to drive individual change
15. Derive a plan to drive organisational change & innovation through storytelling
16. Visit multiple sports training centres and identify whether storytelling is used to motivate sports person
17. Tell stories to younger children & understand whether '**mirroring**' & '**nerocoupling**'
18. Watch a feature film from other countries and analyse the structure, how the story is told
19. Find a story in a medium like a song or a dance, comics, posters, poetry,

paintings to illustrate the effectiveness in Storytelling

20. Identify a building in your city / country which tells a story
21. Pick a political leader from anywhere in the world & weave a story around them
22. Take a local story & enumerate it for your local newspaper or television channel
23. Illustrate how a government policy can be disseminated to the public through storytelling
24. Use your personal story and talk discuss its history & meanings to you. it's history
25. Design an advertisement using your new storytelling skills; this advisement can be used in social media.