

Storytelling and Speakership Masterclass

Storytelling is the new imperative of business.

Speakership is the new core leadership competency.

Sales and good business ventures are calculated based on numbers but they are approved based on great stories.



“The most powerful person in the world is the storyteller. The storyteller sets the values, mission, and agenda of an entire generation that is yet to come.” – Steve Jobs

Wednesday 7 June, 2017 (9:00am to 5:00pm)

Rydges North Sydney, 54 McLaren St, North Sydney, NSW 2060

Learn to be a great storyteller to deliver your core message with competence, clarity and confidence, move others to action, and secure business results.

Whether you want to sell, inform, educate, inspire, convince, persuade, provoke, instigate, enlist and move others to action, promote your brand, or drive cultural change, this Masterclass is for you.

Successful corporate/business storytelling is about communicating your core message clearly and building trust. A well-crafted and delivered speech/story is your best branding, marketing, promotion and selling tool. In today's world you need to accommodate audiences with increasingly busier and shorter attention spans with relevant and snappier stories and presentations.

This Masterclass will provide you with the knowledge, skills and perspectives to take your speakership to the next level.

Key Benefits of Attending – You Will Learn How To:

- Pitch the perfect presentation for you and/or your brand/business.
- Tell a powerful business or personal story.
- Thrill, compel and draw others towards your brand, business or value proposition.
- Build communication and trust to engage and generate positive feelings for your business.
- Authentically connect emotionally with your audience.
- Present like a pro – go beyond inspiring and motivating – and move others to action like a leader.

Who Should Attend?

- Business leaders, executives, middle managers, team leaders.
- Change agents, sales and other professionals, consultants.
- Entrepreneurs, thought leaders, authors, educators, scientists, researchers.
- Professionals such as lawyers, doctors, accountants, etc.
- Community leaders, preachers, crowd seekers.
- Anyone wanting to conceptualise, design and deliver memorable speeches or presentations to large or small audiences.
- Anyone interested in fine-tuning or polishing their presentation's core message.

Leadership Results®

Approach

This is a practical, hands-on, fast-paced and highly interactive workshop designed according to experiential, adult learning, and design thinking principles. It uses individual, peer and group coaching, and the Harvard case study method.

Includes

- Comprehensive workbook with resources and templates.
- Lunch and refreshments.

** This program is also available for in-house workshops customised to your organisational needs.*

Presenter – Sebastian Salicru

Sebastian is the Director and Principal Consultant of Professional Training Services (PTS), an Associate of Melbourne Business School – Executive Education, and a Fellow of the Institute of Coaching (McLean/Harvard Medical School).

He is the former Managing Director of the Applied Innovation Centre, and co-creator of the Business Creativity & Innovation Framework™. Sebastian's work takes leaders and their teams to new levels of performance and business results. He has worked in Australia, USA, Europe, UAE, China and Singapore enabling global leaders to minimise the business risks of working with people from diverse cultural backgrounds, acquire a global mindset, drive innovation, and achieve unprecedented business results. He is a business psychologist and also holds a Master of Creativity & Change Leadership from the State University of New York.

What people say about Sebastian

Sebastian. You've made me a believer.

Thanks Sebastian, these skills I will take with me through the rest of my life.

Sebastian is a brilliant trainer and brings out the best in groups and individuals.

Sebastian consistently challenges clients by providing innovative alternatives to problems. His gift is to offer this in a collaborative manner that enables the client to arrive at their own solutions with powerful insights.

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Venue: Rydges North Sydney, 54 McLaren St, North Sydney, NSW 2060

Investment:

- \$795 full fee for a single delegate**
- \$559 early bird fee for a single delegate when registering before 30 April 2017**
- \$1,200 when registering 2 delegates**
- \$1,500 when registering 3 delegates**
- ONE FREE registration when registering 5 or more delegates**

REGISTRATION & PAYMENT

1. [Download program and register here: Storytelling and Speakership Masterclass \(PTS website\)](#)
2. [Eventbrite](#)
3. Make a direct Electronic Funds Transfer by questing a Tax Invoice: lisa@pts.net.au

Leadership Results®

Is a Registered Mark of Professional Training Service Pty Ltd

ABN: 46 102 374 667

www.pts.net.au