

COURSE DESCRIPTION

STORYTELLING – BE STRATEGIC IN YOUR JOB AND IN YOUR LIFE

ABSTRACT OF THE COURSE

DAY 1

13 November, 10.00-11.30

WHERE: [Online](#)

DURATION: [1hour and 1/2](#)

DESCRIPTION: [Discover how to transform your research into an interesting, memorable and unique speech. You will find out some useful tools and tips to create a good presentation of yourself and of your job.](#)

[Learn how to turn your job into a narrative. Re-think and frame your research with a new perspective and a different mindset.](#)

[You will see some good communication strategies applied to different fields and areas, and also a specific case study of Fondazione 1563.](#)

AGENDA:

- [Types of communication](#)
- [Relation and Content](#)
- [Public Speaking](#)
- [Values of an effective communication](#)
- [How to create a speech](#)
- [Storytelling](#)
- [Tools](#)
- [Case studies in the world](#)
- [Houses and things, the case study of Fondazione 1563](#)

DAY 2

15 November, 10.00 – 13.00

WHERE: [@ University](#)

DURATION: [3 hours](#)

DESCRIPTION: [Let's go deeper into the art of creating a narrative: how to start, how to focus on the key message, how to conclude, how to create a bridge with the public. Let's manage the most common mistakes.](#)

AGENDA:

- Public Speaking structure
- Which is my goal?
- A good start
- Tragic and magic!
- Type of public
- Possible mistakes

DAY 3

20 November, 10.00 – 13.00

WHERE: @ University

DURATION: 3 hours

DESCRIPTION: Discover the difference between public speaking and storytelling and find out how to add something special to your story. Let's discover what happens in your brain and in your body when you listen to a story or when you tell a story. Let's perform a presentation and analyse any single part.

AGENDA:

- Storytelling definition
- Characteristics
- How can I tell a story
- What happens to my body
- Projecting and acting

DAY 4

22 November, 10.00 – 13.00

CHANNEL: @ University

DURATION: 3 hours

DESCRIPTION: In the last day you will be able to get into the practical exercise, by creating and performing your own presentation. There will be a feedback from the teachers in order to get the best out of your experience.

AGENDA:

- Create your presentation
- Deliver your storytelling
- Feedback collection