

Never Miss the Learning Goal
Always Hit the Bullseye



with
Creative Agni's Corporate Training Programs & Workshops

Corporate Workshop in



Instructional Storywriting and Storytelling

Learn More about this Workshop at <http://creativeagni.com/cw/isw>

what it Isn't?

Instructional Storywriting and Storytelling is NOT about finding Anecdotes, Fables, Analogies and Metaphors that suit your content. Of course, they have their own merits.

Anecdotes? They can be told in an interesting way and can be used to further a point.

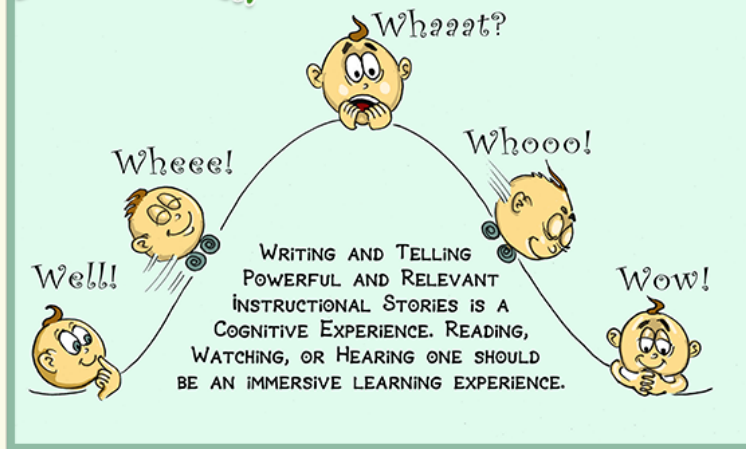
Fables? They are great for creating a slight connection with a moral hook.

Analogies and Metaphors? They are unparalleled for making a quick point.

Yet NONE of THESE are instructional stories. Selected on the fly to fit a concept, they never do the job they are meant to do, which is: ENSURE LEARNING!

Most Storytelling Workshops are about hunting for and finding a contextual example, anecdote, fable, or using analogies, similes, and metaphors and narrating/presenting "what you have discovered" in an interesting manner - and not about crafting a learning story that exemplifies and strengthens a particular competency.

Then What is it?



How to Learn?

Through this 1-Day Instructional Storywriting and Storytelling workshop by Creative Agni® the participants become capable of writing impactful and interesting stories centered around a learning objective.

Equipped with the story framework and empowered with the instructional principles that are relevant to the art of writing a story, they become competent in writing and telling stories that become powerful and supremely engaging vehicles of learning.

In other words, the participants of this workshop:
Learn to craft their own instructional stories – on any content for any audience.

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