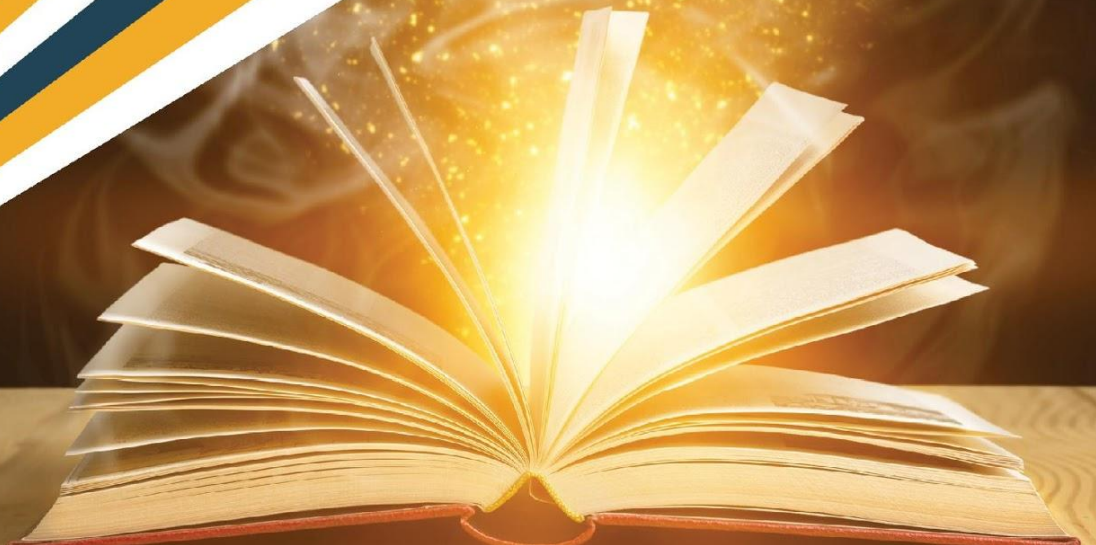


Strategy & Story Masterclass

with Padraig Hyland
CEO, The Core Story

Friday Sept 20th 2019
9am-5pm

THE C  RE STORY



**"SINCE THE
BEGINNING OF
TIME, HUMANS
HAVE CRAVED
STORY. STORIES
DRAW US IN,
ENGAGE AND
EXCITE US. WE
HAVE ALWAYS
SOUGHT TO
BE PART OF
SOMETHING
GREATER,
SOMETHING
SOULFUL &
MEANINGFUL."**

- Muireann
Ryan
Authentic
Voice Coach



You cannot separate the story from the storyteller. We will ensure that you get the storytelling skills needed to develop and tell stories in a business environment.

Your business growth will be dictated by your ability to engage people (customers, consumers, investors, partners) around it. This requires you to have clarity about what your business is about, why it is exciting and have the ability to communicate it in an engaging way .

Strategy

Strategy is for everyone, and not just the boardroom. Using story techniques, we will transform your strategy to make it easy to engage with and excite people at all levels in your team. Our Core Story™ process will deliver your strategy, and will ensure it excites your audience.



Story

In a market where it is difficult to differentiate it is the team that tells the best story that wins. We work with you to establish a process for communicating your business that speaks to the heart and mind. It will be based on your strengths and be authentic to your organisation. We will create a story that will differentiate your offering and give you an unfair advantage.



What's in it for you?

Get clarity on your company vision, strategy and purpose

Understand how to create a high-performance culture

Know how to reach and engage audiences, with communications that create an emotional connection

Learn how to create a platform that accelerates change and growth

Bring your company vision to life

We're working with the best

We have worked with some of the biggest brands in the world to help them find their authentic voice and carve out their brand's message

★ HEINEKEN

xerox



ORACLE

Coca-Cola

Vizeum

TEDx



Smurfit
Kappa

PADDYPOWER.



Itinerary

Session 1 9:30 – 10:30
Introduction with insights and stories

Session 2 10:30 – 12:30
Uncover your authentic voice

12:30 – 13:30 Lunch

Session 3 13:30 – 15:00
Applied Storytelling

15:00 – 15:30 Coffee

Session 4 15:30 - 17:00
Crafting great stories

THE C  RE STORY

What our customers have to say:

Spent a fantastic day in the company of Padraig Hyland of The Core Story yesterday and it was hugely beneficial. Thoroughly enjoyed getting an introspective look into how I appear to an audience. Anyone looking to improve their presentation skills should definitely check out his workshop.

- Andy Davis
Celtic Photography

Having attended The Core Story's Story Telling Masterclass, I'm happy to say that it was one of the most useful and practical pieces of coaching that I have ever had. Padraig has a unique ability to see immediately where EACH client's strengths lie but more importantly how he can help them develop their communication skills and send them away with real tools that can be used the very next day. He really demonstrates the power of storytelling and how it is the superior way to communicate within your organisation and to clients and prospective customers alike. AND - not one slide and no handouts either! A standout day.

- Des Doris, CEO , Alchemy Event Management

After 3 years of membership with the BNI, I presented the most engaging and kick ass 10 min presentation to my core members and business colleagues. This happened with thanks to your work Padraig. After attending your *core story masterclass* I can honestly say I had so much fun and totally blew away my audience. They all commented on my upgraded approach to insight, engagement and fun. I highly recommend all business persons to get in touch with this process. Thank you for being here and sharing your own passion.

- Anthony Monteith. Jade Natural Health





Broadlake
Hilton House, Ardee Road
Rathmines, Dublin 6
Ireland

How to book

[Story for Strategy bookings page](#)

How to find us

[Address at google maps](#)

Cost

€650.00 ex VAT

Six Hundred and Fifty Euro



VERY, VERY Important: We make great efforts to tailor the course to the needs of the attendees. Please complete the questionnaire located here as soon as you can and in advance of the course date

<https://goo.gl/forms/kGi24otuCtCISmse2>