

# Leaders.

## Learn the 5 principles of clear and succinct communication.

### Do you know

1. Why your message can be 'missed' by clients, colleagues and staff?
2. How disengaging and easily forgotten your message could be
3. When your communication is too long?
4. What makes a message too abrupt?
5. How potentially boring your message will be?

If you answer no or not sure to any of the above you will benefit from learning the Science Of Story.

The Science of Story teaches leaders the 5 principles of communicating clearly and succinctly using time tested story forms to engage your audience and have your message heard.

The creator of Science of Story Andrew Melville, has drawn on his mastery of the 'dark arts' of journalism and PR, as well as science and self development disciplines to develop a *set of storytelling techniques for leaders to increase the effectiveness of their communication*

Outside the media, story is rarely seen as a discipline, yet it's the messages of the leaders who master the science and art of storytelling that we remember.

*"Great leaders use stories to inform, inspire and motivate. Well crafted stories are our most powerful form of communication. Yet it is often overlooked as a communication tool by leaders in today's organizations."*



Andrew Melville creator of Science of Story is an award winning journalist and successful public relations consultant. Andrew works with CEO's, politicians and business leaders to create and communicate information which is compelling and long remembered .

Andrew is a Thought Leader Mentor and a regular speaker on using story for business communication

### What you will leave with.

- Recognition of where story adds value to your leadership
- Understanding of the principles of powerful storytelling
- Worked up templates for effective storytelling
- Identified links between your values and your stories
- Sourced stories to inspire action and engagement

## Register for the next Science of Story workshop

**Date:** Tuesday September 27 2010 - **Venue:** The Williamson, 1 Williamson Av, Ponsonby. **Time:** 09:30 - 1:00 pm

Earlybird Price NZ\$280 by August 28 Regular Price NZ\$375

