



2021

**Gabrielle Dolan**  
**Business Storytelling**

For those who want to engage and connect with colleagues and clients in a meaningful way.



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**This workshop is specifically designed for leaders who recognise the need to improve the way they communicate and engage with people.**

Gabrielle Dolan will challenge your fundamental assumptions around storytelling and communicating in business today. She provides participants with the tools, perspectives and frameworks needed to successfully use stories in business.

## **In this workshop you will...**

- **Understand the various storytelling styles in business.**
- **Explore what makes a story a story.**
- **Discover the difference between traditional storytelling and business storytelling.**
- **Learn how to construct, structure and deliver a story.**
- **Develop stories that engage and inspire individuals and teams.**
- **Gain a framework that will help you generate purposeful stories in the future.**
- **Discuss the various applications of storytelling in business.**

**The workshop also includes a 90-Day follow up program consisting of a weekly email containing a short (1-2min) video to help participants consolidate and integrate their learning.**



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## Loved every minute of it!

I recently attended Gabrielle's Business Storytelling Workshop and loved every minute of it! From the moment the workshop started it was clear it was going to be a fun learning environment. Gabrielle delivers the content in such an engaging way that you actually don't realise you're learning until you put the theory into practise. I highly recommend this workshop or working with Gabrielle to improve storytelling capability within your business.

**Suzanne Richards,**  
*Internal Communications, 7-Eleven*

## A whole new skill level

What an amazing session and presentation at Senior Women in Multinationals. Thank you so much. I have used stories for years and always tried to use a story in our branding strategy. Gabrielle's session took this skill to a whole new level. I can't wait to implement this in my next presentation and strategy.

**Caroline Pilot,**  
*Strategist, TOLMAR Australia Pty Ltd*

## Simple & Powerful

Gabrielle shared her simple but powerful storytelling techniques that we could start using immediately. We tapped into our own daily experiences to connect personal stories with business messages. Whether your role entails leadership, management, sales, clients, influencing, negotiating, meetings or even just dealing with people in general, you will definitely benefit from what Gabrielle has to share.

**Ganesh Radhakrishnan,**  
*Managed Services, Accenture Technology*