



2024

**Gabrielle Dolan**  
**Strategic 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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## Highly recommended

I attended a strategic storytelling course with Gabrielle. I can't think of too many sessions like this where I haven't had a single suggestion for improvement, but she delivered something that was amazing! Well organised and managed, interesting, interactive, useful, focused, a blend of the big picture rationale and the practical detail. Highly recommended.

*Dean Purkis, Executive Director, COVID Vaccination Project, Victorian Government*

## Very engaging & great feedback

After being inspired by her book: 'Stories for work' I reached out to Gabrielle and it appeared that her approach was a perfect fit for what we needed. As a global business we need to keep our culture unique and alive. Gabrielle delivered Storytelling training to our Global People & Culture Leadership team, enabling our HR Leaders to win hearts and minds with a crisp personal story linked to one of our company values. The sessions were interactive and she was very engaging and inspiring and we received great feedback for her from all the participants. I would really recommend Gabrielle, her work brings value and she is great and fun to work with!

*Maiike Tjallingii, Global P&C Partner, SoftwareONE*

## Relevant & relatable

Last week I was in Gabrielle's online storytelling workshop which I didn't think I was going to enjoy. Let's just say that 5 minutes in, I was sold. It's not hard to understand why Gabrielle is Australia's leading strategic storytelling expert. I loved the way she spun yarns into our learning, making it relevant and relatable. Sure, we weren't face to face, but it was awesome, easy and fun. Go take the course, you'll love it!

*Lisa McQueen,  
CEO at CleanCorp*