



HOW TO WRITE AN ANECDOTAL STORY

Workshop with
Miao Gerhard

Saturday, December 2 2017
9-12am

Ackermannshof
St. Johannis-Vorstadt 19
4056 Basel



Miao Gerhard is an author, professional speaker, entrepreneur, coach and consultant.

She joined Toastmasters in 2013 and has served in various roles since then. She now serves as the Area Director for the Basel area.

For more information please visit her website at www.miaogerhard.com

To have a well-crafted story that positions you as a convincing presenter has never been more important.

Every great personality, brand and product has a great story behind it, and people remember a story more than to a slick sales presentation. It is through personal stories that we seek agreement, approval and ultimately love; that we build trust, credibility and authority.

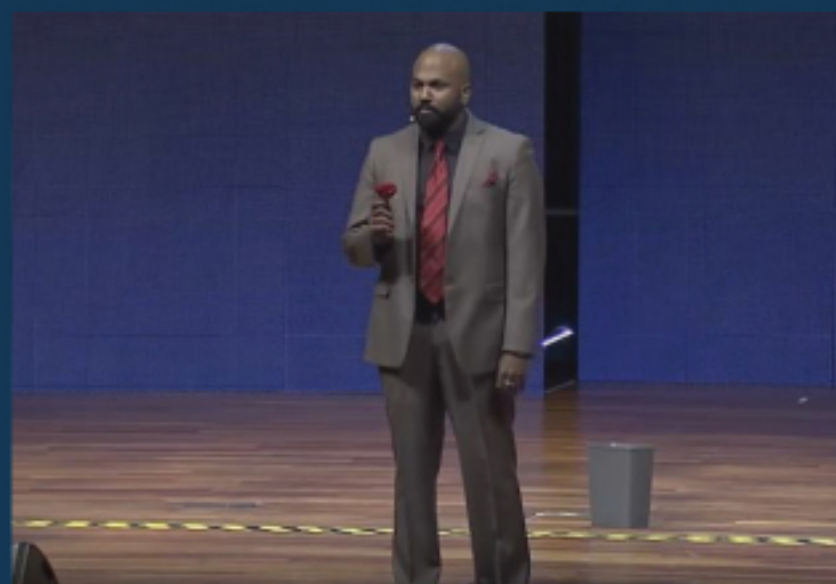
As charismatic business leaders we professionally share stories to educate, entertain and encourage people to follow our ideas, believe in our message and even buy from us.

However, sometimes it may be hard to come up with a good story. This is a very common frustration for most of us. *"I don't know what my story is. I can't find the story."*

In this workshop you will learn about **an anecdotal story building system** to design, develop and deliver a story.

- We will break down the winning speech of the Toastmasters' 2014 World Champion, Dananjaya Hettiarachchi, unpack the strategy behind it, and analyze the performance of the speaker.
- Each of the applied techniques will be demonstrated and reinforced with an example of Dananjaya Hettiarachchi on stage using it.
- You will be given time to craft your story step by step during the workshop.
- You will receive the structure to develop a speech from your anecdotal story, for future presentations.
- At the end of the workshop, you will have gained deep insight into what makes a story great and memorable.

Your story matters. Come to the workshop. Craft your story. Let the world hear it.



Dananjaya Hettiarachchi
I See Something
TM World Champion 2014

This workshop is free for all Toastmasters club members of the Area Basel. For other participants tickets are 30 CHF.

Tickets are limited, please reserve early at
<http://www.toastmasters-basel.ch/story-workshop>