

FOR IMMEDIATE RELEASE
KILL DATE: July 13
CONTACT: Elizabeth Smith at (401) 351-7110

“Story Making and Storytelling”

a series of workshops presented by New Commons and Mark Binder

“The age-old practice of storytelling is one of the most effective tools leaders can use.”
—*Harvard Business Review*

On June 28 and July 13, New Commons, a think-and-do tank in Providence Rhode Island will begin a series of “Story Making and Storytelling” workshops in collaboration with its resident storyteller, Mark Binder. These three and a half hour workshops are designed to train individuals, businesses and organizations in crafting, honing, and presenting effective stories. The cost of the workshops will be \$195 (\$150 for non-profits and startups). An ongoing “Chapter Two” workshop is scheduled for July 27. All workshops are scheduled from 9 am to 12:30 pm. Parking will be validated.

Imagine you have a great idea – how does it get implemented? How can you capture the minds of your co-workers and the culture of your organization? It turns out that the best way is to tell the story of that idea over and over again.

Stories can also keep you stuck. Stories can prevent change. This may be why your community keeps doing the same thing over and over again. What is the story that your business tells about itself? In order to evolve, those stories have to evolve.

“When you’ve got 60 seconds in an elevator to get your message across, you’d better have a well crafted story – and that’s no fairy tale.”
- Mark Binder

Story Making and Story Telling is about making that happen.

Story Making and Story Telling Workshop -- Chapter One

(Two workshop dates – June 28 or July 13)

In this workshop you will

- Learn how to develop powerful stories
- Hone your stories to make them more effective
- Practice telling these stories to small and large groups
- Develop a sense of how listeners hear your story
- Understand your style and what you need to work on

You will walk away from this workshop with a story that you can use – and a basic understanding of how to adapt that story to suit new circumstances.

Chapter Two – Evolving and Improving the Stories

(One workshop date – July 27)

The **Chapter Two Workshop** session is for individuals who have completed the Storytelling and Story Making Workshop. While the Chapter One Workshop is both productive and effective, many clients will be interested in ongoing support and training. In other words, like any skill telling and making stories requires practice. The Chapter Two workshops are an opportunity to continue and deepen your training.

Topics to be explored in **Chapter Two** include

- Keeping it fresh
- What went wrong?
- What went right?
- Why won't they listen?
- Why doesn't this story work any more?

Workshop Details

Story Making and Story Telling

Wednesday, June 28 from 9 am to 12:30 pm

Thursday, July 13 from 9 am to 12:30 pm

Chapter Two Workshop

Thursday, June 28 from 9 am to 12:30 pm

All workshops are 3 ½ hours long and will include coffee and a snack.

Registration Fees: \$195 per workshop (\$150 for non-profit and startup)

Or \$350 for both Story Making and Chapter two (\$325 non-profit and startup)

Please let us know in advance if you need parking validation.

Workshops will be held at New Commons, 56 Pine Street, Providence, RI 02906

To register, please visit <http://www.newcommons.com/>

Or call Elizabeth Smith at (401) 351-7110

Mark Binder is an author and the resident storyteller at New Commons. He has served on the board of the League for the Advancement of New England Storytelling, and on the adjunct faculty of the Rhode Island School of Design. He holds a BA from Columbia University and an MA from Rhode Island College. He is a graduate of the Trinity Rep Conservatory. He was the Acting Director of the East Bay Coalition for the Homeless. He knows how to shape and tell stories, and works with businesses, organizations and politicians to craft and communicate their messages.

For more information about Mark Binder, please visit www.markbinder.com