



narativ

Storytelling for Teambuilding

Listening and Storytelling Workshops for Teams

Our fun and engaging teambuilding workshops foster **a culture of belonging** while the stories told capture the **spirit of your organization**.

Contact Us at 212.268.4200 or jerome@narativ.com

A Powered by Storytelling workshop teaches storytelling according to the Narativ Method. In a lively group setting, participants excavate and share personal stories that create new bonds and increase a sense of shared values and mission.

Our team building workshop stands on three pillars:

- create an open, safe, and inviting listening environment
- teach storytelling principles that make everyone a storyteller
- value the humanity of each employee

The training format is on-line and flexible: 2 hours, half-day, or full-day. Participants will learn our listening practice then jump into personal storytelling about what makes them love their jobs. The listening practice is key to creating a heightened sense of camaraderie. At the crux of our work is a storytelling methodology that asks participants to put aside opinion and judgment and tell a story based on sensory details, what we call the “what happened?” method. This approach activates the brain’s natural hardwiring for stories and creates a deeply engaged experience of listening and connection.

Highlights of a Narativ Workshop

Listening

In an approach unique to Narativ, we believe all storytelling must begin with listening. Listening attunes participants to one another’s humanity and focuses their attention. That focus creates a welcoming space for the storytelling that follows.

The Grandparent Exercise

Everyone has the potential to be a storyteller. By freely telling the story of a grandparent—in the first person—participants immediately experience theirs. And listening to their often poignant, funny, and wisdom-filled accounts creates a strong sense of community and human bonds.

Tell What Happened

To tell what happened means to speak only of what was perceived through the five senses. In this module participants will learn this disciplined approach to storytelling. Not easy at first, but amazing once put into practice, this method reveals the creative potential inherent in crafting a story.

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Our Process

Discovery

We meet with your management team to clarify goals and understand the “listening environment” at your company. We develop the story prompts that will excite, inspire, and unify your team.

Workshop

The workshop is customized to your goals, time frame, and team size.

Post-workshop Survey

We tailor a post-workshop survey to your measurement goals and provide you with a summary and details of the impact.

Review and Practice

Storytelling takes practice. Like any skill—and art—practice refines and deepens both storytelling and listening competencies. Often clients ask us to return to review our method and support participants in practicing the skills they have learned and to develop presentation-ready stories for use in sales or training.

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Case Study



“After only a few hours with Narativ, the Medium team gained a further appreciation for the art of storytelling, learned the Narativ method for telling great stories, and grew closer together by learning how to better listen to each other’s stories.”

Jason Stirman, Director of Operations

Medium started with 10 people. Two years later it employed over 100 with new hires joining every two weeks. Leadership wanted teams to connect in a different way, outside of their usual roles, and learn principles of communication that they could use to continuously strengthen collaboration. One of the goals we measured was whether the workshop had strengthened each participant’s connection to their co-workers. On a scale of 1 (lowest) to 5 (highest), participants’ average response was 4.8.

Why did it work?

Stories dimensionalized people at Medium beyond their roles and titles. Many staff who were usually quiet in work settings opened up and shared their stories. One person told us how liberating this had been for them because they felt like they had truly been listened to and valued at the same level as anyone else. The training established trust, transparency, and a willingness to go the extra mile for the good of the team.

Testimonial



“Narativ delivered the most inspiring training we’ve ever had, impacting each of our staff from offices around the world. My company overcame uncertainty and disconnection to go beyond what we thought possible in an economic downturn in a matter of weeks. Narativ’s program renewed our members’ belief in the company and rallied everyone around a strong set of core values. Two years later, our staff continues to draw their motivation from Narativ’s program to exceed their performance goals.”

Marie Jezequel, Founder and CEO, NY Habitat

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Jerome Deroy, CEO and Lead Trainer



Jerome joined Narativ in 2007 after the founders, Murray Nossel and Paul Browde, handed him a shoebox full of notes and said, “we think there’s a company in here.” Jerome had recently left a position at BNP Paribas, Hong Kong, and come to New York to pursue a career in filmmaking. He jumped at the challenge—and transformed Narativ into the business it is today. Jerome has worked closely with clients as diverse as CIGNA, Boehringer Ingelheim Pharmaceuticals, Janssen Pharma, and Warby Parker to craft business-relevant personal stories for sales and onboarding, internal communication, and team building. He regularly lectures at Parsons New School of Design in New York City on The Art of Storytelling.

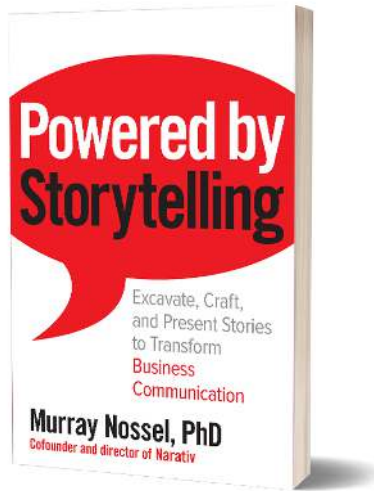
Pricing

Half-day workshop \$9,000

Full-day workshop \$18,000

Includes: Narativ Trainer, Recording, workbook and copies of *Powered by Storytelling* (McGraw Hill Education, 2018)

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What's your story? It's a question human beings have been asking each other since we first gathered around a campfire to while away the night. Millennia later, the human need for stories hasn't changed. We communicate best and most effectively with stories, whatever our purpose may be.

In *Powered by Storytelling*, Murray Nossel, Ph.D., a master of transformational storytelling, shows you how to use stories for any business purpose, including to create buy-in, resolve conflict, and inspire and motivate others.

Narativ's team building workshops are based upon Murray Nossel's groundbreaking guide. Each participant receives a copy of the book.

Praise for *Powered by Storytelling*

"If you think your enterprise doesn't need great storytellers, this book will convince you that you're wrong. With creativity and verve, Murray Nossel shows how to apply the power of narrative to marketing, manufacturing, management, and just about every corner of your business. If you want to become better a storyteller — and a better listener — **POWERED BY STORYTELLING** is the book for you."

Daniel Pink, author of *DRIVE* and *TO SELL IS HUMAN*

"Murray Nossel has forever changed my understanding of communication and deeply influenced my ability to communicate. His insights for the teller and the listener are simple yet profound."

Katia Beauchamp, CEO, Birchbox

"Murray Nossel presents a thoughtful guide, teaching us how to discover and tell the personal stories hiding within each of us —and he artfully illustrates how this brilliant tool can have profound impact upon group dynamics in any setting. If you're looking to spark 'new talent' within your organization, this book generously reveals how you can be **POWERED BY STORYTELLING**."

Rob Sorcher, Global Chief Content Officer, Cartoon Network

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