



5 Step Storytelling Lab

Knowing our story and telling it can be extremely difficult. We can feel confused, conflicted about what to share, what to feel and how to frame all of it. This is true whatever that story is, whether it is the story of our own life during dates, the story of our brand or company during business meetings, or the story of our campaign when talking to politicians. Whoever our audience is, it is important to own and be comfortable with **'creating, defining, and communicating'** our narrative.

This is where I come in. To help with developing & practising these techniques, I offer a **5 step storytelling lab** that allows the principles behind **'create, define, communicate'** to be played with, using a practical example from the work of your company, project, or organisation. The sessions are developed together with you, to provide a springboard for the successful development of your company narrative. To clarify the **red thread**, to define the foundations, and to communicate the ideas to varied audiences.

Topics covered include **Story Structure, Public Speaking, Improvisation** and **Audience Psychology**.

Let's plant the seeds of the narrative strategy of your organisation, by working on your specific context, over the course of five **intense, fun, and inspirational** sessions.

Logistics

Pricing: Primary consultation is always free of charge, with the subsequent 5 sessions priced as a package. This includes continued advice and support, throughout the coaching period and after. Pricing is set on a base level of £1000, for a group of up to 5 people. Travel and associated costs are not included, hence an in person series would involve additional costs. Discounts are available for charities and non-profit organisations.

Sessions: The sessions are 50 minutes long with additional "homework". They are interactive, fun & involve theatrical exercises. The series is available on a one to one basis or for small groups, digitally or in person.

Testimonials

"Thank you Ronni. Hosting a session online to an onsite group can be challenging, you rocked it"

Nina van de Burgt – Business Consultant, SuccessDay NL

"When Ronni tells a story, I listen. Whether he is telling it orally or he has put it down in text, you hear his smile. The feeling is wonderful. The wisdom is as if from one thrice his age"

Stu Packer, Actor, Storyteller and Coach

"Ronni is a great communicator. His story telling is compelling and his personality is magnetic"

Talia Chain, CEO - Sadeh Farm

About Ronni

Ronni Gurwicz is a Tyneside based climate scientist, coach, facilitator and consultant, helping personal, business, and activist clients with **“creating, defining, and communicating”** their narrative. Other projects of his include; co-authoring [“The World is Storytelling”](#) a book on how sharing stories can lead to social impact and personal growth, with the amazing [Arjen Barel](#) & [Stu Packer](#), hosting a [podcast](#) by the same name, drinking 1000 cups of [coffee](#) with 1000 strangers, farming on permaculture projects, and administrating conflict resolution groups.



About The World is Storytelling

The World is Storytelling offers a fresh perspective on the ancient art of storytelling.

Co-authored by Arjen Barel, Stu Packer, and Ronni Gurwicz, coaches and colleagues at Storytelling Centre Amsterdam, this book takes readers on a fascinating journey through the theory and practice of storytelling in our modern world. Whether you're interested in job creation, language learning, conflict resolution, or simply enjoy folk tales, this book is a snappy, engaging, and insightful exploration of the power of storytelling. Drawing on personal experiences and years of workshop case studies, this book is the ideal companion for anyone interested in the art of storytelling and its impact on the world.

Podcast

Welcome to the long awaited tenuously rhyming tiny podcast that proves that the world is actually storytelling. Hosted by Ronni Gurwicz, co-author of the book and drinker of a 1000 coffees with strangers, we zero in on stories and the power behind them, rather than the waffle surrounding them. Check it out now wherever you get your [podcasts](#)!