

Friesen, Kaye and Associates



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The Experts in Knowledge Transfer
and Workplace Performance

Storytelling as a Learning Tool

Facilitated Virtually

Stories are one of the most powerful ways to communicate ideas, create meaningful connections, and make learning memorable. For instructors and facilitators, storytelling can transform information into engaging learning experiences that capture attention, illustrate key concepts, and help learners retain important messages. When used effectively, stories bring content to life and make complex ideas easier for learners to understand and apply.

This program equips participants with practical storytelling techniques that can be integrated into their training programs to enhance engagement, deepen understanding, and reinforce key learning points. Participants will learn how to structure stories that support lesson objectives, capture learner attention, and connect content to real-world experiences. Through interactive exercises and practice opportunities, participants will develop the ability to transform experiences, examples, and concepts into stories that resonate with learners.

Participants will explore how storytelling can be used strategically throughout a learning program—from introducing concepts and illustrating key teaching points to reinforcing learning and supporting meaningful discussion. The program focuses on developing a practical storytelling framework that instructors can immediately apply in both virtual and in-person learning environments.

Who Should Attend?

- Instructors responsible for delivering instructor-led, hybrid or virtual learning.
- Subject Matter Experts (SMEs) who deliver technical or operational content and want to enhance engagement and retention.
- Instructional designers who design learning programs.
- Coaches, mentors and team leads who incorporate teaching moments into their coaching or development conversations.

Key Benefits

1. Learn from the best facilitators in the industry.
2. Small classes ensure you get individual attention and expert feedback.
3. Establish a solid grounding in the basics and build your confidence and skills from there.
4. Immediately start using all the practical techniques you will need to be successful back on the job.
5. Receive a comprehensive manual that supports effective adult learning during training and will be a valuable reference back on the job.

Post-Learning Sustainment

- As a participant in an FKA program, you are entitled to complimentary Post-Learning Sustainment:
- **Transfer Strategy:** one-hour online, live-facilitated coaching session (2-3 weeks post program) to maximize and reinforce learning.
 - **One-Year Hotline:** connect with our experts to discuss your learning initiatives, lessons learned, successes, challenges and best practices.

"This program is essential for any instructor looking to enhance their participants' learning experience. Excellent program and highly recommended. The FKA instructor modelled the art of storytelling with ease and perfection." Tracey Van Adel, Apex Corporation.

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Objectives

Upon successful completion of this program, you will be able to:

- Identify the importance of storytelling as a learning tool.
- Explain when storytelling accelerates learning retention and retrieval.
- Recognize the similarities and differences between stories, analogies, and examples.
- Apply a structured framework to design and deliver purposeful and successful storytelling.
- Practice planning and delivering a story that relates to lesson materials and intended teaching points.
- Develop a personal action plan for integrating storytelling into future programs.

Program Highlights

- Use storytelling as an intentional and strategic instructional tool to enhance learning engagement, retention, knowledge transfer and retrieval.
- Equip participants with a structured and practical storytelling framework for delivering stories in both virtual and in-person learning environments.
- Practice integrating stories into lesson materials, training programs, and coaching conversations.

Agenda

Live Session 1 – Foundations of Storytelling

- Introductions, Program Objectives and Overview
- Definition of the term storytelling as a learning tool
- Storytelling and Micro-Storytelling Framework
- Using Digital Storytelling
- Emotional Memory versus Informational Memory
- Connection with FKA's Instructional Systems Design Methodology, the Systematic Learning Process, VIVE and Adult Learning Principles
- Differences Between Analogies, Examples and Storytelling
- Advantages and Disadvantages of Storytelling
- Times to Avoid or Limit Storytelling
- Determining the length of a Storytelling Episode
- Assignments and Takeaways

Live Session 2 – Applying Storytelling in Learning

- Review and Reflection of the 5 C's of Storytelling
- Debrief Questions to Use after a Storytelling Episode
- Practice and Feedback of a Micro-Storytelling Episode
- Practice and Feedback of a Longer Storytelling Episode
- Storytelling to Influence, Teach and Inspire
- Verbal and Non-Verbal Behaviors to Enhance Storytelling Delivery
- Eye Contact, Engagement and Connection
- Building Story and Inventory Maps and delivery in storytelling
- Action Planning and Wrap Up

