

CORPORATE STORYTELLING WORKSHOPS

Unleash the power of story to captivate and persuade

The human brain is wired for stories. When you tell a good story, people cannot help but pay attention, remember what you said, and share your message with others. Storytelling.NYC equips teams with the tools to tell stories that enchant people and move them to action.



ABOUT THE WORKSHOPS

My storytelling workshops are designed to be fun, interactive, and inspiring, and participants come away equipped with powerful techniques they can use in their work to tell stories that captivate attention, arouse curiosity and suspense, and engage listeners emotionally.

A TYPICAL WORKSHOP

- 1 Participants learn the GHOST Method™ — my easy, step-by-step framework for telling stories that captivate attention, spark curiosity, and take listeners on an emotional journey, priming them to remember, tell others, and take action.
- 2 We review a few exemplary stories and break them down together so participants can see how story elements work together to captivate, entertain, and move the listener.
- 3 Participants apply what they've just learned, sharing stories of their own and getting feedback.

WHAT PARTICIPANTS WALK AWAY WITH

A practical storytelling method — the GHOST Method, a step-by-step technique grounded in the psychology of attention and curiosity.

A shared vocabulary. When they're stuck on their own draft, or giving notes on a colleague's, they can say “this is missing stakes” or “we need to hold the outcome in doubt longer before the reveal” instead of a vague “this isn't quite working.”

A revised version of something they're working on, refined in real time during the session.



DESIGNED AROUND YOUR TEAM

Design the right workshop for your organization

- 1 The Art of Storytelling
- 2 Storytelling for Sales
- 3 Brand Story Workshop
- 4 How to Talk About Your Product So Customers Understand
- 5 Storytelling for Lawyers
- 6 Writing Clear Proposals
- 7 Storytelling for Impact
- 8 Design Your Own Program

FORMATS

60–90 minute keynote · 2–4 hour interactive workshop (most popular: 4 hours) · half-day or full-day training · multi-session series · in person or over Zoom · customized slides and content to match your culture and needs

Pre-session customization: Jay builds a client-specific before-and-after exemplar from your own materials, so participants see the method applied to their actual work.

WHAT PARTICIPANTS ARE SAYING

“I went into Jay Dixit’s workshop a skeptic and came out a believer. As a seasoned leader, I’ve written a great deal and thought I had it all down cold. Jay did a fantastic job delivering great insights and highlighting the impact of writing structure and flow. My time was very well spent, and I give Jay’s method my highest recommendation.”

LANCE GOETZ, REDFIN

MEET JAY DIXIT

Writer, trainer, and Yale writing professor

12+ yrs teaching practice

40+ enterprise engagements

SELECTED CLIENTS



LOUIS VUITTON

Bring Storytelling to Your Team

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