



the listening and storytelling method



# OVERVIEW

## THE NARATIV METHOD

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# **WHY STORY? WHY NOW?**

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## AT NARATIV WE BEGIN WITH THESE TWO QUESTIONS

**Why Story?** There is a wealth of neuroscience and cultural experience that helps us answer this first question. Story is how we make sense of the world: it is what gives information, ideas and experiences coherence, allowing us to understand and absorb them. It is a key part of how the brain functions and consequently the most impactful way to communicate with someone.

**Why now?** At Narativ we work with you and your organisation to uncover your stories. During the process, we help you answer this second question for yourselves.

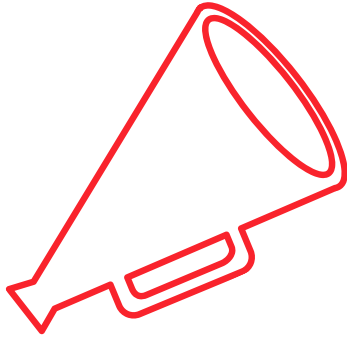
**What is the current imperative in your organisation for telling better stories?**



# COMMUNICATION & REFLECTION

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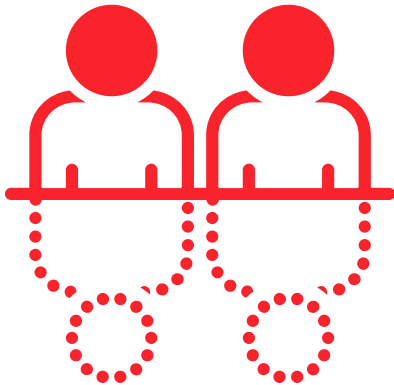


## COMMUNICATION

How do you articulate to the world who you are and what you do?

This is about the external face of your organisation and how you can use Story in website copy, press releases, marketing and publicity.

It is also the most powerful way to connect when pitching, presenting and speaking to external stake-holders, whether they be investors, government bodies, partners or clients.

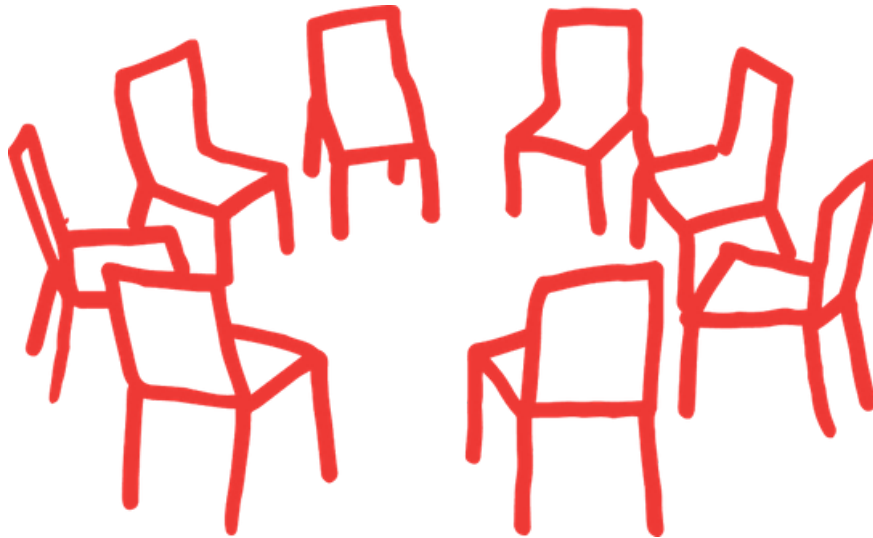


## REFLECTION

When you explore your story you get an opportunity to reflect on and understand your journey in a new way. Listening to other people's stories allows you to put your story into context.

This has a transformative effect on teams.

Through this process, employees and leadership alike are more deeply connected to mission, values and best practice.



When people come together to tell stories, barriers break down, communication opens up and your team becomes stronger

# NARATIV'S 3 COMPONENTS



## CREATING THE SPACE

Narativ's work begins with Listening. Listening shapes telling. By focusing on how we listen to ourselves and to one another, we notice the obstacles which get in the way. Once we have let go of these we can create an optimal listening environment. This makes it possible for us to be truly present and to create the space to value our own and other people's stories.



## TEACHING THE METHOD

Narativ's work is multidisciplinary. The method has origins in psychology, anthropology, theatre and documentary film-making, executive coaching, social work and business. Over 15 years at Narativ we have developed our tried and tested Listening and Storytelling Methodology®. Our workshops teach a set of practical, easy-to-grasp tools which participants can apply in their lives and work.



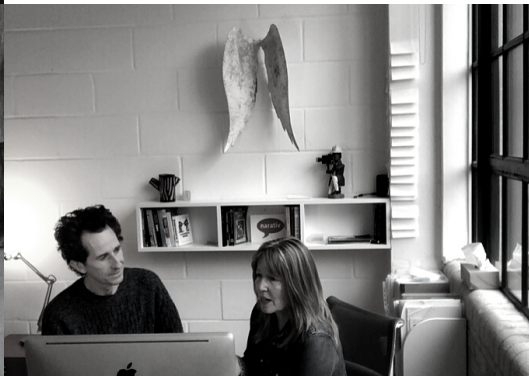
## GENERATING CONTENT

Our workshops are always experiential and they generate content in the form of stories shared by the participants. The ownership of these stories sits with the storytellers themselves. With consent, they can be developed into effective and impactful content for diverse channels of communication.





**WHAT DOES IT  
LOOK LIKE?**



# NARATIV ONLINE



In the Spring of 2020 as lockdown began all over the world, Narativ trainings embraced the challenges and changes and went virtual.

We miss the dynamic of being in the room with people, but we swiftly embraced everything that Zoom has to offer and discovered that some things can actually work better in this format.

It is very good for accessibility and participant availability, especially with global or geographically diverse teams; and it allows for a degree of intimacy even when working with large groups.

Narativ virtual trainings are designed in collaboration with you, based on your organisation's specific needs and objectives.

Our sessions are experiential and we work in group settings both large and small. The workshops are low on didactic and slidedecks, and high on practical tools and techniques combining exercises with discussion, masterclassing and reflection.

We also offer 1-2-1 executive coaching online. This can be on an ongoing basis or focused on a specific event such as an important pitch, a presentation or a meeting.



# WORKSHOP FORMATS

All workshops are currently run virtually via Zoom

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**90-minute Keynote:** Why Story? An introduction to Narativ principles

**Half Day Primer:** The Art & Science of Storytelling. How to excavate and shape your story using Narativ Listening and Storytelling methodology

**Foundation in Narativ Storytelling: 2 x half-day:** Working with your Story - Using Narativ methodology to tell Stories to purpose

**Bespoke Courses - multiple half-day sessions:** Leadership Journey; Train the Trainer; Building a Storytelling Culture

**Story Surgeries - 90-minute sessions:** as follow-up to Foundation training, a consultative practice space for real-world applications

**1-2-1 Coaching:** Working closely with an individual's needs and objectives. Single sessions, as a series, or as ongoing support

# NARATIV FILMS

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For a number of our clients we have made resources that support training programmes - short films, audio recordings and podcasts. It might be a short guided meditation focusing listening skills; a handy reminder of how to build a vivid story; or golden rules for structuring your story so that it lands with purpose. Whatever the content, you can then access it on smartphones or tablets, to have our storytelling wisdom to hand wherever you are. For busy people, with the training at your fingertips you can use it practically day to day, and then the skills and practices become second nature, and embed themselves in how your organisation communicates.





# NARATIV IN PRACTICE

## ADVOCACY AND INFLUENCING

Stories illustrate, illuminate and clarify, where data alone can distance. For people on a mission to create change in the world, or if you simply want the world to get who you are and what you do, stories create emotional connection giving them impact and making them memorable.

## LEADERSHIP

A good leader understands that using stories of experience as a communication tool is a key facet of powerful leadership. The exploration of your story gives you the space to reflect and understand the journey. The stories generated can then be used powerfully to teach, to communicate vision and to inspire.

## TEAM COHESION

The act of listening and sharing stories breaks down barriers. When a group of people come together and are given the space to do this, team cohesion, employee engagement and the dissolving of unhelpful silos and hierarchies are tangible outcomes.

## WELL-BEING

Increasingly we see a focus on the importance of emotional and mental well-being in the workplace. We create non-judgmental spaces for exploring stories. This is a powerful way to break down stigma - if one person tells their story it gives permission for others to share, making personal transformation and culture change possible.



## ON-BOARDING & TRAINING

Storytelling is a highly effective way for your organisation to capture valuable experiential knowledge. This process reconnects employees to their purpose and brings their work to life in relatable ways for new team members.

## CREATIVITY

True stories of our experiences are a rich mixture of memory and imagination. When we are given the opportunity to excavate and shape our story we are able to harness our innate creativity. For an organisation interested in nurturing innovation and unlocking the creative potential of your people, exploring storytelling has a powerful role to play.

## CULTURE

In times of change, rapid development, or at the outset of an enterprise, understanding the values and drivers within your company can be crucial to your ability to flourish and grow. Through listening to the stories of the people who make up the business, we find what qualities and values are truly at its core.

## SALES

Listening and storytelling gives salespeople a personal connection to their products and services, which in turn enables them to create authentic relationships with their clients and increase sales.





# OUR TEAM

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## DAN MILNE

### Director & Lead Trainer

Dan's love of exploring stories comes from his background as a theatre practitioner. He combines co-running Narativ in London with creative projects in theatre, film and television. Dan contributed to the foundation of Narativ and in 2009 became Joint Director of Narativ London with his wife Jane Nash.



## JANE NASH

### Director & Lead Trainer

Jane believes passionately in the transformative power of Listening & Storytelling. She brings a rigorous, compassionate ability to listen in all situations, creating trainings that her clients say are practical, inspiring and always human. She trained with Murray Nossel in 2008, and brought Narativ to London with her husband, Dan Milne. Since 2009, she has been a lead facilitator for workshops in diverse organisations using Narativ storytelling techniques.

## SUZANNE CAVE

### Associate

Suze has designed and delivered executive training in 1:1 and group settings. "As an actor, executive coach, mother, partner and friend I understand that telling my own stories isn't solely about me opening up but also about allowing others in - sharing my unique observations and vulnerabilities, learning to own who I am. It's this sense of ownership that I want others to feel. To be excited remembering themselves."

## BARBARA DRYHURST

### Associate

Barbara brings her experience as an actor and coach to Narativ and has worked in learning and development within organisations across every sector. She supports leaders to use meditation, voice and bodywork to feel grounded and capable. Being part of a process in which humans surprise and delight themselves and others with their stories is a great privilege.

## MARY LUCAS

### Associate

Working with newcomers to Narativ brings together Mary's love-affair with story, as a writer and journalist, with her deep and insightful listening as a coach. Her gentle curiosity, and natural facility with words, help people discover the thrill of personal storytelling and its power to resonate and weave authentic connection with others.

## PHILIP WOODFORD

### Associate

Philip has long known the power of stories to bear witness to the unique value of those we encounter in our lives, drawing on his experience in advertising, law and theatre. He loves his work with Narativ and brings a compassionate and inquisitive coaching style to enhance the impact individuals have in sharing the very best of who they are.

# NARATIV CLIENTS

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We work with corporate multi-nationals in diverse sectors including finance, pharmaceuticals, FMCGs and entertainment.

We work with non-profits and mission-based organisations, with social enterprises, arts organisations, start-ups and with individual leaders.

**MEDIUM**

**GOLIN**

**CADBURY**

**DISNEY**

**BBH**

**DESIGN COUNCIL**

**TWITTER**

**ROYAL COLLEGE OF ART, LONDON**

**FAIRTRADE FOUNDATION**

**FACEBOOK**

**HUMAN RIGHTS WATCH**

**UNICEF**

**ELLEN MACARTHUR FOUNDATION**

**OPEN SOCIETY FOUNDATIONS**

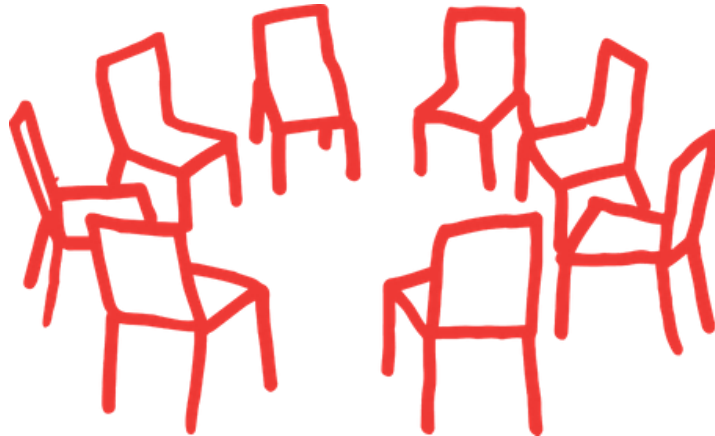
**SUMOFUS**

**NOVARTIS**

**SABMILLER**

**& MANY MORE...**

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