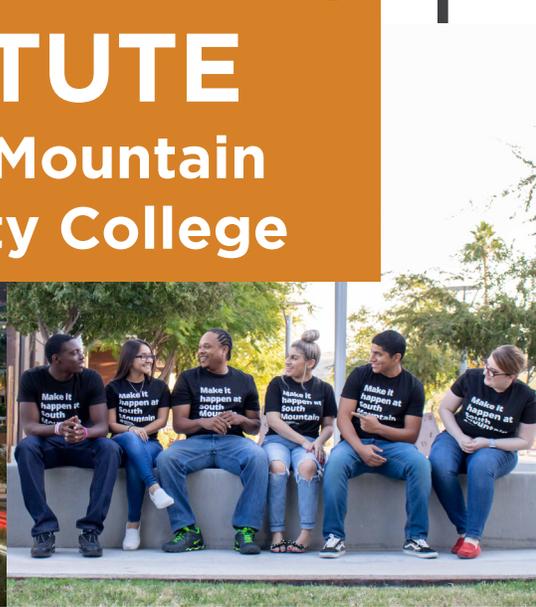


STORYTELLING INSTITUTE

at South Mountain Community College



Storytelling is a proven skill improving organizational sales, communications and advocacy skills. The South Mountain Community College Storytelling Institute customizes training, workshops, college coursework and certificates in storytelling through partnerships and innovative events. Make your messages memorable, giving the audience, prospects and peers relatable content delivered in ways to capture attention, motivate and inspire.

The South Mountain Community College Storytelling Institute brings these new and enhanced skills to your company by giving team members the opportunity to discover their voice and find their personal style. Storytelling is the foundation for presentations, teaching, interacting with customers and prospects, or applying for a job.

Storytelling Institute Certification Partnerships:

Storytelling Skills for Healthcare Professionals:

Healthcare professionals learn storytelling as a tool for mentoring inbound nurses and sharing the skills to increase diversity and future leadership for nursing caregivers.

Community Development and Engagement:

Advocacy, persuasion, inspiration are the three legs of nonprofit organization communications. These storytelling skills are designed with the public audience in mind, giving organizers of all levels key tools for community engagement.

Entrepreneurial Studies:

Pitching investors and prospective collaborators is one of the most important skills for any entrepreneur. The storytelling in business certificate offered by the SMCC Entrepreneurial Center prepares fledgling and experienced entrepreneurs for this crucial function of building a business.

Community Interest:

Courses designed to teach storytelling for focused interests are available from the Storytelling Institute. Specific courses include Using Storytelling in Educational Settings, Business Settings, Advocacy Settings, Healing Settings and Interpretive Settings. Courses are offered on Saturdays.



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