Overview

This advanced course in the Brand Ambassador Certification Program builds on material introduced in the Brand Storytelling workshop. Among the topics covers are interviewing techniques and methods of integrating personal narratives into brand storytelling style.

You must complete Introductory Storytelling before registering for this class.

Maximum class size is 7.

Objectives

The objectives of this course are as follows:

- Introduction of deep questioning interview techniques
- Review elements of a personal narrative writing
- Demonstrate brand storytelling through personal narratives

Activities

To reinforce lecture and class discussion, the following activities are used in the class:

- Practice interviewing techniques
- Analysis of a personal essay
- Draft a No Limits story using methods discussed

Evaluation

Course will be evaluated by attendance and post-course evaluation forms.