



Yes Yes Marsha Workshop & Training Overviews

- (1) Tell Captivating Stories: Engage Audiences, Clearly Communicate and Connect in an Instant
- (2) Ethically Persuasive Communication: How to Ask For What You Want, in a Way Where Everyone Wins
- (3) How to Write Presentations that are Engaging, Memorable and Actually Effective

(#1 of 3) Tell Captivating Stories: Engage Audiences, Clearly Communicate and Connect in an Instant

The key to being heard, understood, and remembered is simple: knowing how to tell good stories. As humans, we connect to each other through stories on the most fundamental, primal levels. Our brains are wired to mirror each other through stories, to empathize through anecdotes, and to feel really, *really* good when we're able to interact in a way that makes us feel heard.

Stories impact us on the most primal neurological level. When we listen to (well-told) stories, **our brains respond in completely different ways** than when listening to facts, allowing our listener to connect even with the driest topics. We **remember better** what was said and we feel emotions which, in turn, **influence our decisions**. And our brains are **flooded with oxytocin** leading us to feel a powerful connection to the person telling the story and, by virtue of that, to the work they are describing. Stories bring presentations to life and leave the content in the memories and hearts of the listener long after a speech or a conversation is over. This allows you, and any message you're trying to get across, to become unforgettable.

In this dynamic, interactive and incredibly practical workshop, we'll discuss why storytelling is so powerful when it comes to getting across information in a way that is memorable while creating understanding and connection. Participants will be given step-by-step instructions on how to tell compelling and powerful stories. By taking part in exercises that are impactful (and fun!), they will put into practice what they learned during the session itself. These workshops are entertaining and engaging, and will leave participants with practical knowledge that they can start using immediately.

Learning Outcomes

By the end of all workshops, participants will understand:

- The power of storytelling in building connections and likeability
- How to choose which stories to share
- How to tell ANY story in a way that is compelling, transmits essential information and creates stronger relationships, trust and credibility

Half day workshops

In addition to the above, by the end of all half day workshops, participants will:

- Have experience of having applied the rules of storytelling to a simple story of their own. This gives them a lived experience of the fact that anyone can tell a compelling story, and any story can be compelling.

Full Day Workshops

In addition to the above, by the end of all full day workshops, participants will:

- Be clear on where in their work (and lives) storytelling can be most useful, and have created a list of situations into which they can pull their new storytelling skills
- Have written 1–3 drafts of short stories that they can use in their work, whether it's for a forthcoming presentation, a frequently asked question or a written piece of copy

Delivery Method: Live, options for both online and in-person.

Lengths: One hour, half day or full day.

(#2 of 3) **Ethically Persuasive Communication: How to Ask For What You Want, in a Way Where Everyone Wins**

Every role in every organization involves persuading someone of something. Whether it's persuading a person on your team to do their work in a particular way, persuading your superior to green-light a project you believe in, persuading the public to get on board with a new product (or service or initiative), or persuading a colleague to *please just stop* audibly snacking on your daily Teams call, being persuasive is an essential skill for everyone. If you can understand how to be persuasive in a way that is ethical (and doesn't feel creepy!) then it will be easy to do, and it will leave everyone better off.

Using the basic principles of Ethical Persuasion, conversations and presentations become clear, compelling and convincing. Most importantly, they are framed in a way that appeals directly to the wants and needs of whoever you're speaking to, which means that person is much more likely to be on board from the beginning. In order for this to work, you need to be skilled at understanding what your audience most cares about and wants, and which problems they need to solve. When you know this, everything you say or write will speak directly to what is *most* important to them. This is how you get easy buy-in, meaning that any conversation, presentation or piece of copy leads to a fast and enthusiastic "yes!"

In an ideal scenario, any persuasive communication achieves three essential goals:

- (1) It describes a version of the EXACT problem that the listener has
- (2) It describes a version of the EXACT outcome the listener desires
- (3) It does both of these using language that EXACTLY reflects the listener's own

Doing this lets the listener or reader know instantly that your suggestion is exactly what they need. However, when done well, this language achieves something else:

- (4) It makes the listener or reader feel truly seen, heard and understood. It shows them that they're not alone, which makes them feel like they belong. As humans, we crave this sense of belonging more than ANY other feeling. In Maslow's hierarchy of needs, belonging is the first need after food and safety. When we feel belonging, [our brain releases serotonin \(calm\) and oxytocin \(bonding and trust\)](#).

In this interactive and highly practical workshop, participants will learn the three foundational tenets of Ethical Persuasion, showing them how to form *any* piece of communication in a way that gets straight to the points most relevant to their listener. The listener will feel understood, meaning they're more likely to be on side. Even better, this style of communication will circumvent any hesitation about feeling pushy, because it will be done in a way that always clearly shows the other person or people how they'll (genuinely!) be better off once they take on the suggestion. This workshop is entertaining, compelling and will leave participants with practical knowledge that they can start using immediately.

Learning Outcomes

By the end of all workshops, participants will:

- Have clear steps for the work that **MUST** be done in advance of any successfully persuasive interaction.
- Know which questions to ask in order to understand their audience, so that they can speak to them in a way that immediately connects and has that audience on board from the get-go.
- Be clear on how to use this information to make communications compelling, memorable and persuasive.

One hour workshop

In addition, by the end of one hour workshops, participants will:

- Already have begun the process of brainstorming the answers to those questions, meaning they can hit the ground running as soon as the workshop is over

Half Day Workshop

In addition, by the end of half day workshops, participants will:

- Have completed a deep-level exploration into the wants and needs of their audience (whoever it is they need to persuade), getting clear on both the main overall points, and the specific language that will resonate.

- Have everything they need to fill in the accompanying templates, whether preparing for a one-on-one conversation or email, a one-to-many presentation or piece of copy, or something in between (templates custom created for each workshop, depending on audience needs).

Full Day Workshop:

In addition, by the end of full day workshops, participants will:

- Have a fully fleshed out page of writing for a communication, whether that's a conversation template, an email, a piece of copy (such as a press release or page of web copy) that incorporates all the tenets of Ethical Persuasion (clearly addressing the problems and desired outcomes of the audience, and using language that will resonate) AND feels good to the person delivering this communication.

Delivery Method: Live, options for both online and in-person.

Lengths: One hour, half day or full day.

(#3 of 3) How to Write Presentations that are Engaging, Memorable and Actually Effective

While presentations vary from role to role, there exists a formula for preparing presentations that works across the board. Whether we're talking about a weekly team check in, a colleague giving their report to their peers, a sales pitch, or a formal presentation to the whole department at a Town Hall, if you want a presentation to be effective, you **MUST** prepare.

This preparation — whether it's being done for several hours, months in advance, or being scrawled on the back of a scrap of paper 5 mins before a meeting — is made up of asking three questions:

1. What is the goal of this presentation?
2. Who's in the audience, and what do they care about?
3. What content needs to be in this presentation in order for it to resonate with them, so that the goal can be achieved?

Answering these questions will have far more impact than any story, structure or snazzy slide deck.

In this highly interactive, dynamic and extremely practical workshop, participants will discover the most important components of an effective presentation. They will come to understand which questions you need to ask yourself in advance of a talk, what information **MUST** be in the talk — and what should be left out — and how to make even the driest material engaging to an audience.

They will then be walked through the Yes Yes Marsha TRAIN framework, which can be used anytime they need to write a presentation (or any one-to-many communication). All participants will be given collateral after the workshop: the TRAIN Framework plus checklists they can refer to every time they're putting a presentation together.

The result? A fast and easy but extremely effective process to write ANY presentation so that it resonates with the audience, achieves the goals of the presenter, and leaves everyone feeling a little more entertained and inspired.

Learning Outcomes

By the end of all workshops, participants will understand:

- which questions to ask themselves before they begin to write a presentation
- the most important components of any effective presentation
- what to keep on (and leave out) of presentations
- how to make even dry material engaging to an audience
- how to structure presentations so that audiences stay listening throughout, and, afterwards, are driven to take the actions you want them to.

Half day workshops:

In addition to the above, by the end of all half day workshops, participants will:

- have sketched out a structure for an impending presentation

Full Day Workshops:

In addition to the above, by the end of all full day workshops, participants will:

- have a written first draft of the beginning and end of a presentation, a solid structure they can use to write the rest, along with pages of notes which will provide the content to go into that structure.

All workshop participants will receive:

Checklists they can refer to every time they're putting a presentation together.

Delivery Method: Live, options for both online and in-person.

Lengths: one hour, half day or full day.

Trainer Bio:

Marsha Shandur (of Yes Yes Marsha) is a Storytelling and Persuasive Presentations Coach and Trainer. She has taught thousands of individuals and groups of executives, entrepreneurs and professionals the world in person, as well as teaching online to her over 50,000 followers on social media. Marsha has also had rave reviews from clients like Meta, RBC, the Government of Canada, YMCA, HelloFresh and Shopify.

Before launching Yes Yes Marsha and her career as a Storytelling and Persuasive Presentations Coach and Trainer, Marsha spent 15 years working as a Radio DJ and Music Supervisor for hit TV shows and movies, where she gained a powerful understanding of how to tell stories in a way that fosters connection, trust, engagement and loyalty. Her work has been featured in Forbes, the BBC, Toronto Star and Mashable.

Testimonials:

*"Marsha put together the most incredible online storytelling workshops for my team — we even had to get her back to do additional workshops for other teams because everyone raved about the session so much. **All the staff gave the workshops 5 stars in our post-workshop feedback and even started sharing how they were putting their learnings into action. I promise you won't be disappointed if you hire Marsha!**"*

— Natasha Sawires, **Shopify**

*"In honesty, I'm skeptical of a lot of corporate training, having had some bad experiences in the past — but I needn't have worried! **Marsha's workshop for our entire executive team was incredibly useful.** I was impressed by how targeted the content was. I also appreciated how she blended fun and engaging content with **extremely practical exercises, so that the work of applying what we were learning began during the training itself.** In advance, I had been a bit concerned that a three-hour workshop was too long. In fact, the time flew by — it didn't feel like three hours at all! **Since the workshop, I've observed the team putting into practice the skills and insights they learned.** Not only has the approach we use towards our communications become more streamlined and targeted, **I've also seen first-hand that we've increased our ability to be more persuasive in our presentations.** If you want to boost your team or organization's skills when it comes to effective, engaging and persuasive communication, you need Marsha!"*

— Haywood Marsh, CEO, Cardata

*"I have hired Marsha for advanced comms training a number of times over several years, including in my roles as a Director of Research Science at Meta and a Professor at the University of Toronto. Working with both high profile and more junior roles, Marsha runs a fabulous program. **As a result of her work, I have seen my former students land dream jobs, and watched the Managers and Research Scientists she has coached [at Meta] deliver the strongest presentations I've ever seen them do.** I recommend you hire Marsha."*

— Daniel Wigdor, **Meta & University of Toronto**