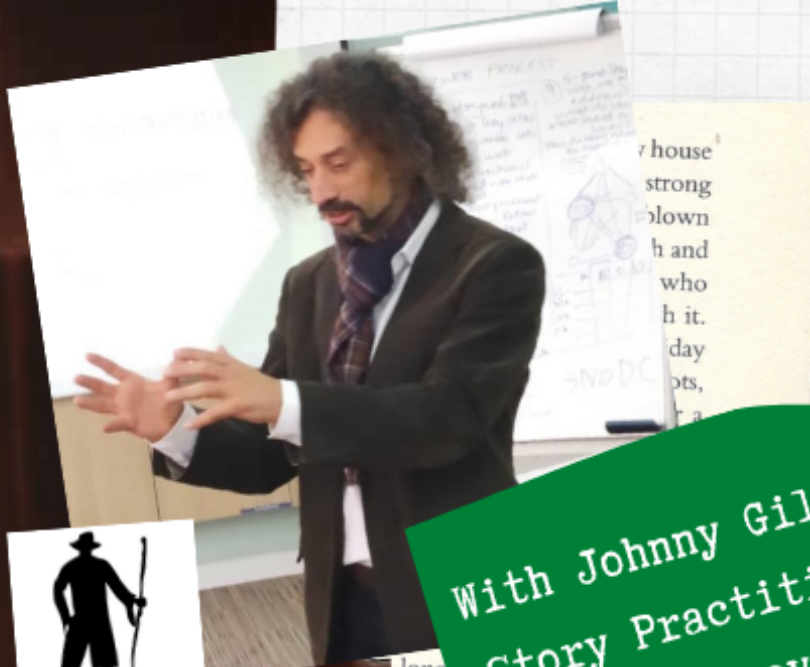


STEP BY STEP

THE JOURNEY INTO STORYTELLING AND STORY PRACTICE



With Johnny Gillett
Story Practitioner
(The Journey Man)

A SECOND PATHWAY OF
MONTHLY
MICRO-MODULES
VOUCHERS
FOR FRIENDS

NEW OPPORTUNITIES TO JOIN US

AS WE MOVE FORWARD TOGETHER...

STEP BY STEP

THE JOURNEY INTO STORYTELLING AND STORY PRACTICE

FURTHER INFO:
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WHATSAPP: +44-7843-428842
FACEBOOK: THE JOURNEY MAN
LINKEDIN: JOHNNY GILLETT



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STEP BY STEP

THE JOURNEY INTO STORYTELLING AND STORY PRACTICE

**Pathway 1:
Wednesdays**

MICRO-MODULE 2: USING METAPHORS & ARCHETYPES

THE IMAGES AND CHARACTERS IN A STORY WILL ENGAGE YOUR LISTENER IF THEY CAN IDENTIFY WITH THEM, EVEN IF THE SETTING IS NOT SOMETHING THEY HAVE A DIRECT EXPERIENCE OF. OUR SOCIETIES AND CULTURES HAVE GIVEN US A RANGE OF SYMBOLS WHICH RESONATE WITH OUR LISTENERS' HOPES AND ASPIRATIONS - SOME ARE UNIVERSAL, SOME ARE LOCAL. IT IS IMPORTANT TO RECOGNIZE THE DIFFERENCE, SO THAT WE ENSURE OUR STORIES CONNECT.

- HOW TO USE METAPHORS THAT CONNECT WITH YOUR LISTENERS/READERS
- RECOGNISING ARCHETYPES AND MAKING THE MOST OF THEIR POWER
- ALLOWING METAPHORS AND ARCHETYPES TO SHAPE YOUR STORY (OR NOT!)



REPEATED ON ZOOM: OCT 7, 14, 24, 31

STEP BY STEP

THE JOURNEY INTO STORYTELLING AND STORY PRACTICE

**Pathway 2:
Saturdays**

MICRO-MODULE I: UNDERSTANDING STORYTELLING

YOU SEE THAT STORYTELLING IS EFFECTIVE AND IMPORTANT,
BUT WHAT IS GOING ON WHEN YOU ARE TELLING A GOOD STORY?
HOW CAN YOU MAKE SURE YOU KEEP REPLICATING THIS?

IN THIS FIRST MICRO-MODULE, WE WILL LOOK AT SOME KEY PRINCIPLES
TO GUIDE YOUR FUTURE STORYTELLING. THESE WILL THEN PROVIDE YOU
WITH A STRONG FOUNDATION UPON WHICH YOU CAN BUILD A COMPELLING
NARRATIVE, AN IMPACTFUL STORY, FOR ANY OCCASION.

- THE STRUCTURE AND POWER OF A GOOD STORY
- HOW STORIES MAINTAIN YOUR LISTENERS' INTEREST
- HOW TO TELL A STORY WITH CONVICTION AND DRAW FROM YOUR UNIQUE PERSONALITY



REPEATED ON ZOOM: OCT 3, 10, 17, 24

**PRICE FOR
SINGLE MM
IN VARIOUS
CURRENCIES**

**MYR 100.00
USD 25.00
AUD 35.00
EUR 20.00
GBP 20.00
NZD 40.00
SGD 35.00**

HERE'S HOW IT NOW WORKS

ATTEND AS MANY TIMES AS YOU LIKE

Once you've paid for a single micro-module (mm), you can attend any number of sessions of that same micro-module any time that it is available - no matter which day it is delivered on.

CHOOSE HOW MANY MM'S YOU WANT TO PAY FOR

Pay for 1 micro-module only or for 3, 6 or 12 in advance
- see the list to the left for single micro-module prices.

PAY FOR 3 OR MORE AND RECEIVE VOUCHERS FOR FRIENDS

Anyone paying in advance for 3 or more micro-modules will be given a voucher for each of those micro-modules, which they can give to a friend or colleague. This voucher holder can then attend any single session of those micro-modules any time that suits them for 50% of the normal price as a one-off "look-see" :-)

TIMINGS OF THE NEW "PATHWAY 2"

GIVING YOU OPTIONS OF 3 POSSIBLE SESSIONS PER WEEK!

WE STILL HAVE PATHWAY 1 RUNNING ON WEDNESDAYS
BUT NOW SATURDAYS HAVE ADDED 2 SESSIONS TO THE PROGRAMME
(ONE OF THOSE IS ON FRIDAYS, IF YOU'RE IN THE AMERICAS!)

SATURDAY TIMINGS

- MALAYSIA/SG/CHINA 10.00-12.00 OR 22.00-24.00
- BRITISH SUMMER TIME 03.00-05.00 OR 15.00-17.00
- BRITISH WINTER TIME 02.00-04.00 OR 14.00-16.00
- EUROPE CET (SUMMER) 04.00-06.00 OR 16.00-18.00
- EUROPE CET (WINTER) 03.00-05.00 OR 15.00-17.00
- EUROPE EET (SUMMER) 05.00-07.00 OR 17.00-19.00
- EUROPE EET (WINTER) 04.00-06.00 OR 16.00-18.00
- PACIFIC STAND. TIME FRI 17.00-19.00 OR SAT 5.00-7.00
- PST (DAYLIGHT SAVING) FRI 16.00-18.00 OR SAT 4.00-6.00

REMINDER OF TIMINGS FOR "PATHWAY I"

STILL CONTINUING ON WEDNESDAYS

- MALAYSIA/SINGAPORE/CHINA 16.30 - 18.30
- BRITISH SUMMER TIME 9.30 - 11.30
- BRITISH WINTER TIME 8.30 - 10.30
- EUROPE CET (SUMMER) 10.30 - 12.30
- EUROPE CET (WINTER) 11.30 - 13.30
- EUROPE EET (SUMMER) 11.30 - 13.30
- EUROPE EET (WINTER) 10.30 - 12.30
- PACIFIC STAND. TIME THUR 01.30 - 3.30
- PST (DAYLIGHT SAVING) THUR 12.30 - 2.30

Pathway 2: Saturdays

OCT 3, 10, 17, 24

NOV 7, 14, 21, 28

DEC 5, 19, 26

JAN 9, 16, 23, 30

FEB 6, 13, 20, 27

MARCH 6, 13, 20, 27

APRIL 3, 10, 17, 24

MAY 1, 8, 15, 29

JUNE 5, 12, 19, 26

JULY 3, 10, 17, 24

AUG 7, 14, 21, 28

SEPT 4, 11, 18, 25

- UNDERSTANDING STORYTELLING
- USING METAPHORS AND ARCHETYPES
- CREATING PERSONAL MYTHS
- THE 4-POINT STORYWEB
- THE 4-STEP NARRATIVE
- VARIOUS 5-POINT STORYWEBS
- UTILISING NODE 5
- THE USES OF JOURNEY MAPPING
- EXPLORING STORY REORDERING
- AN INTRODUCTION TO IMAGE THEATRE
- THE EXTENDED STORYWEB
- UNDERSTANDING THE TEAM OF FOUR

Pathway 1: Wednesdays

SEPT 9, 16, 23, 30

OCT 7, 14, 21, 28

NOV 4, 11, 18, 25

DEC 2, 9, 16, 23

JAN 6, 13, 20, 27

FEB 3, 10, 17, 24

MARCH 3, 10, 17, 24

APRIL 7, 14, 21, 28

MAY 5, 19, 26 & JUNE 2

JUNE 9, 16, 23, 30

JULY 7, 14, 21, 28

AUGUST 4, 11, 18, 25

- UNDERSTANDING STORYTELLING

- USING METAPHORS AND ARCHETYPES

- CREATING PERSONAL MYTHS

- THE 4-POINT STORYWEB

- THE 4-STEP NARRATIVE

- VARIOUS 5-POINT STORYWEBS

- UTILISING NODE 5

- THE USES OF JOURNEY MAPPING

- EXPLORING STORY REORDERING

- AN INTRODUCTION TO IMAGE THEATRE

- THE EXTENDED STORYWEB

- UNDERSTANDING THE TEAM OF FOUR

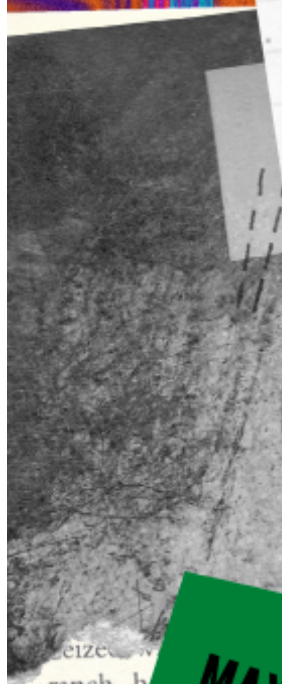
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EACH 2 HOUR SESSION WILL RUN AS FOLLOWS:

- 1ST HOUR – INTRODUCING THE CONCEPT/TOOL**
- SAME INFO IN EVERY REPEATED SESSION OF THE MICRO-MODULE
- GOOD BOTH FOR RECAPS AND NEW ATTENDEES

- 2ND HOUR – APPLICATION OF THE CONCEPT/TOOL**
- BASED ON THE NEEDS AND QUESTIONS OF THOSE ATTENDING
- GREAT FOR THOSE WHO ARE RETURNING WITH FURTHER THOUGHTS
- THIS HALF WILL CERTAINLY BE DIFFERENT EVERY WEEK!

**MAX NUMBER PER
ZOOM SESSION:
10**



... was bought by a rich and
... Taylor Collings, who
... Monday and fell in love with it.
... would the village as a holiday
... bought their plots,
... big money for a
... man sold for a
... things was larger
... a character, so
... nothing.
... owned the Great
Blasket was in the
advertisement in the
Wall Street Journal offered
for sale for a million
dollars. That was the start of a
and complicated legal
battle between a company based in Dingle, which had acquired
Collings's share of the land, and the Irish government

How to book your place

1 - Choose the date of the session(s) you wish to attend.

2 - Register your interest by...

- email to johnny@storypractice.com

or

- Whatsapp to +44-7843-428842

3 - Use PayPal to pay the appropriate amount for the number of micro-modules you wish to attend.

4 - You will receive confirmation of you payment.

5 - The Zoom invitation will be sent to you within 24 hours of the session(s) you have booked.

6. Applicable voucher(s) will be sent after your attendance to pass on to friends/colleagues.

VIDEO UPDATES

On most days, Johnny is putting videos online that explore an aspect of each micro-module. You can get a flavour of each session's content through these shorts whether via Facebook, LinkedIn or Youtube. Handy for sharing with your friends and colleagues too ;-)

Facebook - "The Journey Man"

LinkedIn - "Johnny Gillett"

Youtube - "Johnny Gillett"

