

Storytelling & Rhetorical Devices – Inspire like Obama.

How to speak so people remember.

We are surrounded by information, yet only a few speakers truly move us. Storytelling is more than entertainment—it is the art of shaping meaning, creating emotion, and making messages unforgettable. When combined with powerful rhetorical devices, stories do more than inform—they inspire, influence, and persuade.

Whether presenting to colleagues, leading a team, pitching an idea, or speaking on stage, mastering these techniques transforms ordinary communication into memorable moments.

Ideal for leaders, managers, presenters, trainers, sales professionals, and anyone who wants to speak with greater impact and confidence.

You will

- ✓ discover why stories activate the brain and why facts alone rarely stick
- ✓ understand and apply the REACH framework
- ✓ recognise and use key rhetorical devices.
- ✓ analyse real speech excerpts (including Obama) to see these techniques in action
- ✓ craft and upgrade your own opening hook and mini-story
- ✓ practise applying at least three rhetorical devices in a short presentation

Duration: 2 hours

Participants: Limited to 8 for a highly engaging experience

Let's meet to talk via Calendly: <https://calendly.com/davepreston-1/60min>



Powerful communication connects, captivates and convinces.