



## AFSA & KIIKSTART 2019 MEMBERSHIP TRAINING OFFER



### TOPIC 7

#### BRAND STORY TELLING

*Learn how to communicate an engaging and credible story in a strategic and cost-effective way across all communication channels*

AFSA and KiiKstart are working together to bring members an exclusive opportunity to build their teams and business, not just now but into the future.

#### WHAT IS PROVIDED?

Facilitation and coaching via small team learning or via a one on one or two staff member approach. Each topic and module has been driven by the needs, skill gaps and opportunities of AFSA members.

#### WHAT PROBLEMS AND SKILLS GAPS ARE SOLVED?

With the needs and expectations of clients changing, our ability to tell a credible and engaging story is even more important to earn our place in the market and connect with the right clients.

Learn how to express your brand's story across strategic, but cost effective channels. Wise up to what you can change to how you tell story to get better outcomes.

#### Key modules include:

- ✓ Understand how to communicate your unique story in writing – what's the best bit of your story and is it engaging and credible?
- ✓ Learn how to benefit from other creative ways to tell the story across client interactions that are non - verbal.
- ✓ Work with KiiKstart to create a modern story while respecting the essence and history of what you do and who you are.
- ✓ Gain a new perspective on what you see as normal – look at the business story from an outsider's perspective and benefit from new ideas that appeal to your clients.

*Bookings and Enquiries to*

**KIIKSTART PTY LTD**

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***“THE ONLY THING WE KNOW ABOUT THE FUTURE IS THAT IT WILL BE DIFFERENT”  
PETER DRUCKER***