

Chicago

200 S. Michigan Ave.
Suite 1600
Chicago, IL 60604

Los Angeles

444 N. Larchmont Blvd.
Suite 102
Los Angeles, CA 90004

thegoodmancenter.com

A partnership of Lipman Hearne and Andy Goodman

Master Storytellers Workshop

Overview

The ***Master Storytellers Workshop*** is designed for individuals who have completed either our in-person workshop, “Storytelling as Best Practice,” our online webinar, “Storytelling: Tapping the Power of Narrative,” or can demonstrate the equivalent level of skill. We proceed on the assumption that you have a basic understanding of the structure and qualities of effective storytelling.

This is an intensive writing workshop, with homework prior to each class, two weeks between classes to allow ample time to complete the assignments (and to review the work of your classmates), as well as discussion time during the online classes. While we will cover new aspects of narrative in each class (e.g., finding the stories in abstract work, choosing stories that reinforce your brand), the majority of class time will be focused on analyzing students’ work.

Class size will be limited to ten to ensure that all students have ample time to discuss their work in class, and also so students can have one-on-one consulting time with Andy Goodman between classes.

Tuition for the ***Master Storytellers Workshop*** is \$375 per student.

Schedule and Curriculum

Registration / First Homework Assignment

After you register, Andy Goodman will schedule a call to discuss your first homework assignment. (The earlier you register, the more time you will have for the first assignment.) In that call, you and Andy will talk through the first story you will work on. After the call, your assignment will be to develop a detailed outline for that story using a template we will provide. Your outline will be due a few days prior to the first class.

Class #1

The majority of class time will be devoted to reviewing student outlines. This discussion will reinforce the fundamentals of structure, and will ensure that each student has a viable story to take to the next level.

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Master Storytellers Workshop (cont'd)

The topic to be covered towards the end of this class will be “Starting Strong: Different Techniques for Opening Your Story.”

The homework assignment after this class will be to develop your outline into a story of 800 to 1,000 words. Students will have 10 days to complete the assignment.

Between classes, each student has the option to schedule a 30-minute telephone consultation with Andy Goodman.

Class #2

We will review students' first drafts. While it's our intent to discuss (at least in part) the work of every student during class time, if we should not have time to discuss your story, we will use between-class consulting time to ensure personalized feedback.

The topic for this class will be “Finding the Story in Abstract Work,” with samples showing how other organizations have accomplished this.

The homework assignment after this class will be a choice: write a second draft of the story you have been developing, or start a new story. Again, students will have 10 days to complete the assignment, and have the option to schedule 30 minutes of telephone consultation between classes.

Class #3

We will review students' stories and will try to address *all* students' work during the class. Again, we will offer telephone consulting time after the final class for any students whose work we did not address.

The topic for this class will be: “The End: Knowing When and How to Close Your Story.”

Homework after the third and final class will be optional. Students can submit a final draft of the story they have been developing, or they can submit a third story for comments.

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Master Storytellers Workshop (cont'd)**Dates and Times**

Due to the limited class size, we have scheduled two sessions of the **Master Storytellers Workshop** in Fall 2009. If you would like to register for this class, please choose one of the following sessions and register online at www.thegoodmancenter.com.

Master Storytellers Workshop – Session One

October 5, October 19 and November 2, 9-10a Pacific each day.

Master Storytellers Workshop – Session Two

November 4, November 18 and December 4, 11a-12n Pacific each day

(Due to the intervening Thanksgiving holiday, we have scheduled additional time between the 2nd and 3rd classes.)