

Find Your Narrative Strategy

How to use empathy, suspense and surprise to invigorate your communications

A workshop with Dr James McCabe

To light a flame in the dark media forest, the first thing we need to do is get attention.

Dr James McCabe is an expert in narrative.

Most of us know what narrative is, we just need to be reminded. To turn a message into a narrative just requires a bit of time and focus. It's harder to generate but it offers a competitive advantage.

In the modern era, we need to package messages into stories. Story is not a vague concept, it's a pattern: a series of events that happen along the way in the struggle to resolve a dilemma.

Conflict, setbacks, unexpected discoveries: storytelling ritual is what satisfies our intuitive as well as rational expectations.

Facts will rarely suffice, you've got to inject drama, emotion and structure to engage your listeners. Audiences today want to be led by ideas, rather than instructions. Metaphors are often more memorable than functional descriptions.

In this workshop, James will share his insights into narrative strategy using practical exercises and tips from his work with Hollywood scriptwriters and corporate leaders.



If rhetoric is the art of persuasion, story is the art of involvement – and that is a distinction still to be learned by the vast majority of political and business leaders in the world today.

All great storytelling is about the peaks and troughs of experience. To inspire action, that experience needs to be evoked on a cerebral and a visceral level.

James combines his academic training with his Irish heritage to help you bring imagination and fresh creativity to your day-to-day work in communications.