

Atul Mathur



Topic: What's Your Story?

It's 2 pm in the afternoon. Trainees have just returned after enjoying a sumptuous lunch and now settling down in their cushy seats for the post-lunch session. Trainer is pacing around, excited about the new ideas that he/she will shortly be sharing. No undesirable noises. Temperature in the room is just nice. And finally, the training starts. But 10 minutes down the road and the unexpected happens. Instead of being inspired and excited about what they're learning, the trainees are staring blankly at the trainer. Some are not even staring; they're fast asleep.

What should the trainer do? Ask great leaders, speakers, movie makers and they'll say: Don't try to teach or preach! Just tell them a riveting story! Stories are the most powerful way to engage an audience and influence their thinking, attitudes and behaviour. In the upcoming presentation What's Your Story, Atul Mathur will share the craft of storytelling from a trainer's perspective.

What is a story in its barest form? How to craft a great story? How to tell a story with impact?

About Atul Mathur

Atul Mathur is an engineer with a master's degree, a published writer and an ACTA certified trainer. He trains engineers in energy management and technical writing skills. To know more about Atul Mathur, visit: www.atulmathur.com