MASTERCLASS · TRAINING PROGRAMME

Storytelling

as a tool for training efficiency

hygge
Organizational Mental Health Promotion Project
By João Paulo Pereira

4 HOURS / IN PERSON OR ONLINE

Turn content into stories that help people learn. A practical training for capturing attention, making concepts clearer and linking learning to action — without losing pedagogical rigour.

Objectives

- Choose stories aligned with the audience and the learning objectives.
- Structure clear, relevant and pedagogically rigorous narratives.
- Facilitate reflection, participation and the application of knowledge.
- Verify learning, beyond the interest raised by the story.

Themes and training dynamics

20 min	**From experience to learning**	Pair sharing: "A story that taught me something". Identify the learning and the pedagogical intention.
35 min	**Narrative and training efficiency**	Compare two approaches to the same content. Attention, meaning, memory and ethical care.
40 min	**Building a story that teaches**	Group workshop: turn a concept into a story with context, challenge, decisions and consequences.
10 min	**Break**	
40 min	**From story to reflection and action**	Explore a dilemma: "And now, what would you do?". Guiding questions and in-person or online application.
65 min	**Formative storytelling lab**	Create and present a training sequence in pairs. Try facilitation and receive structured feedback.
30 min	**Assessment and transfer**	Define a professional application and how to verify learning. Summary and final assessment.

Leave with a pedagogical narrative ready to apply, reflection questions and a transfer task for your training.

Give learning more meaning.

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