

## **Storytelling**

Storytelling is a powerful skill to help individuals and organizations to lobby and advocate on particular issues, raise awareness and understanding. What are the elements in a story? How to select and prepare the right stories?

Ms Ruth Benny has helped hundreds of individuals and organisations reap the profitable rewards that come from developing outstanding public speaking skills.

Ruth, a trainer of 18 years' experience and champion of more than 30 public speaking contests, works with novice and experienced speakers in sales and marketing, law and finance, as well as with entrepreneurs.