

**JOHN YORKE STORY**  
SHAPE STORIES THAT WORK

PROFESSIONAL DEVELOPMENT TRAINING

## PROFESSIONAL DEVELOPMENT TRAINING

*“From the gossip we share, to the TV series we binge on, to the political narratives that shape our lives – stories define us. Learn how they work and you transform the way you do everything”*

### BACKGROUND

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**John Yorke is widely acknowledged as the UK's foremost expert on story, and his book *Into the Woods* is the bestselling book on the subject in the UK.**

He has spent years analysing not just *how* stories work but *why* they resonate with audiences around the globe, testing his theories during an extensive production career working on some of the world's most lucrative, widely viewed and critically acclaimed TV drama, from *EastEnders* to *Shameless*, *Life on Mars* and *Wolf Hall*.

As founder of the BBC Writers Academy, John devised a way of teaching dramatic writing and storytelling to a professional audience, not only of writers but directors, producers and editors.

“When the whole team had a common understanding of how stories work and therefore were working more towards a common goal we saw a significant reduction in both production time and budgets,” he says.

John's premise – that a universal structure underpins all successful stories, whatever their genre, format or content – is a simple one that changes the way people work, not only in the

creative industries but anywhere that people need to clearly articulate what they do.

So John has teamed up with experts in their fields to produce premium-quality training for organisations and individuals looking to harness the power of story to help them do their jobs more effectively.

Training includes workshops, masterclasses, mentoring and a suite of professionally focused interactive courses designed to the highest pedagogic standards and delivered online, offline or a combination of both:

**Story for Screenwriting** – craft a professional-standard treatment for an original drama

**Story for Factual content and documentary** – master structure to engage audiences

**Story for Business** – enhance everything from brand thinking to marketing content

**Story for Video Games** – produce richer and more compelling games

**Story for Script Development** – master the skills to move your career forward

# TYPES OF TRAINING

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## 1 | PREMIUM ONLINE LEARNING

John Yorke Story works with Professional Writing Academy to produce pedagogically sound, stimulating learning experiences that help people build knowledge and apply it to their field.

Our online classroom looks and feels like a website. Once logged in, participants work through the learning materials (videos, podcasts, quizzes and practical assignments) in their own time, while interacting with the tutor, moderator and fellow students in forums and chatrooms.

We design our courses to offer a mix of theory, inspiration, practical tasks, discussion with other students in the group, peer feedback and tutor guidance. We take a step-by-step approach that builds knowledge gradually and effectively –

participants develop and practise new skills in weekly or fortnightly sessions (3–7 hours study), each with discreet learning objectives.

We use a variety of course materials, exercises and workshop techniques to ensure the learning is not only practical, easy to follow and fun, but suits different learning styles and is tailored to the audience's specific needs: for learners from the boardroom to the postroom.

For five participants or more we can create a dedicated online classroom with course content adapted to meet your learning objectives, and easy ways to monitor progress and be reassured that training extends consistently across your organisation.

### ALL COURSES COVER:

- What all stories have in common
- The building blocks every successful story needs
- Why this relates to your specific sector / area of an organisation
- How to identify why a story isn't working – and remedy it
- Practical ways to apply this learning to your day-to-day work
- Feedback on a final project specified by you.

### COURSE STRUCTURE:

#### 1 | Learn

We give you the theory in videos, podcasts, written notes and reading/viewing extracts.

#### 2 | Practise

You put it into practice by completing practical assignments.

#### 3 | Share

You share your work with the group.

#### 4 | Feedback

Your fellow learners read your work and give guided feedback. This helps build your skills as an editor of ideas — a critical part of the creative process.

#### 5 | Discuss

You reflect on the exercises with the group and share what you've learned.

#### 6 | Review and improve

You use what you learned from feedback and discussion to revise and improve your work.

### LEARNING OBJECTIVES:

The core objective is to be able to apply story principles when commissioning, producing or organising content – including using the techniques to spot and shape stories as well as create them from scratch.

## TYPES OF TRAINING

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### 2 | FACE-TO-FACE WORKSHOPS, MASTERCLASSES, CONFERENCE KEYNOTES

John and team are experienced and engaging speakers – for professional development, for a specific project, or just for fun.

### 3 | CONSULTANCY AND MENTORING

We can help individuals and teams understand story, apply it to a specific project, and standardise an approach to working.

### 4 | BESPOKE TRAINING

We're full of ideas for ways to help you achieve your learning objectives. Our story experts, subject specialists and learning designers can tailor content and formats to meet your needs.

### 5 | BLENDED LEARNING

We've all had the experience of being inspired by a conference speaker or workshop, but leaving the event with little idea of how to apply the ideas to our professional role.

So to consolidate learning, we offer online follow-ups to conferences and masterclasses. This might be a complete online course adapted to your needs, or online sessions where participants complete assignments set at a workshop. A face-to-face lecture from John, for example, could be followed by a 6-session online course with private discussion spaces and tutor feedback.

## OUR DELIVERY PARTNER

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### PROFESSIONAL WRITING ACADEMY

We work with **Professional Writing Academy** (PWA), run by the team that developed the world's first fully online Masters course in writing, and the first UK company to offer online Masters-level writing and story education to recreational and business learners.

PWA works in partnership with clients such as publishers **Faber & Faber** and literary consultancy **Cornerstones** as well as John Yorke Story to deliver high calibre courses

that help students achieve their goals. Ninety percent of students who start our courses complete them.

PWA has studied, trialled and evaluated methods of teaching online while tutoring and mentoring on degree, CPD and recreational courses. We're confident our online teaching model is an effective — and enjoyable — way to learn. More than 3,000 students who have completed our courses agree.

