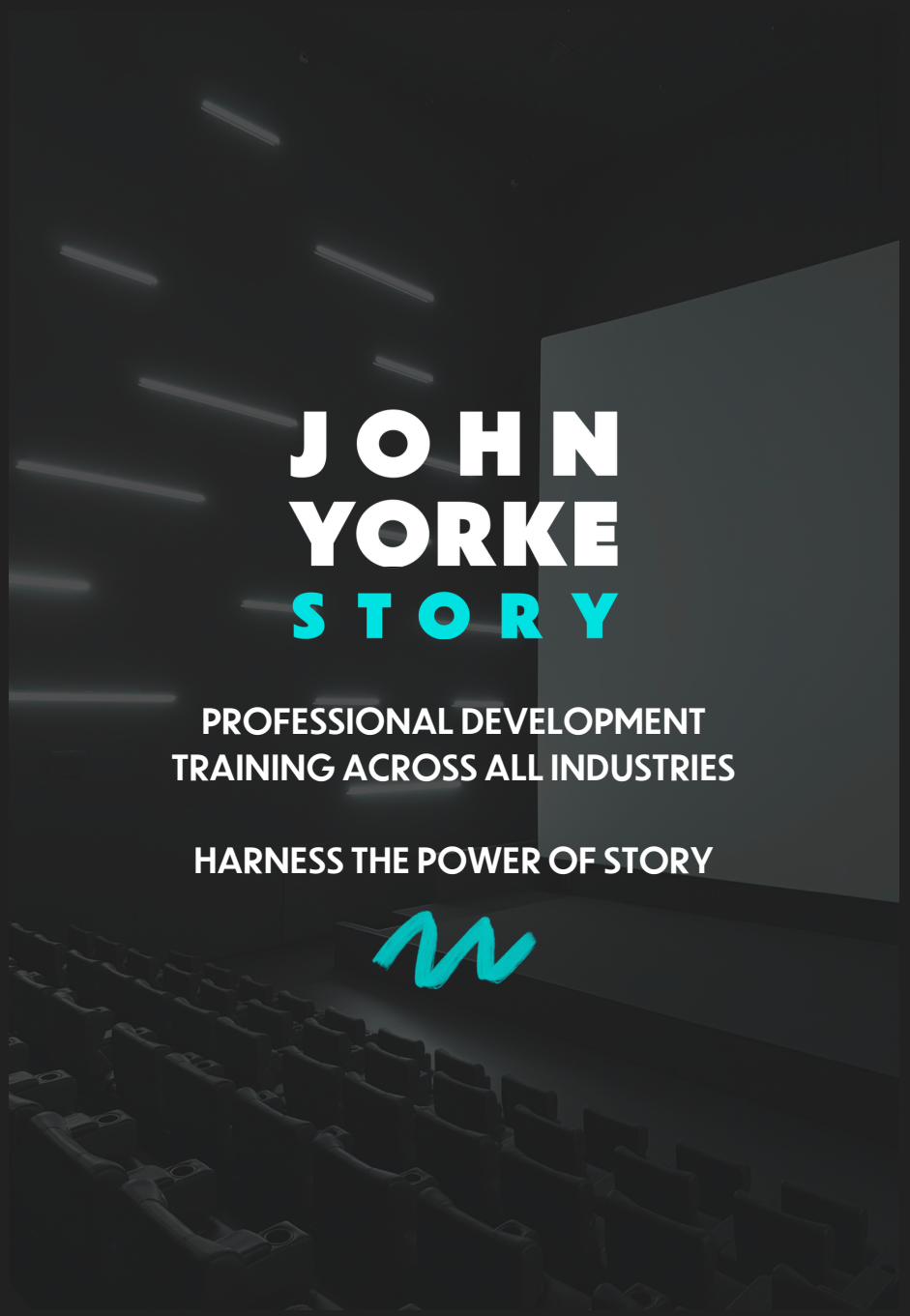


JOHN YORKE STORY

PROFESSIONAL DEVELOPMENT TRAINING ACROSS ALL INDUSTRIES

HARNESS THE POWER OF STORY

DIVE IN

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WHY STORY?

THE ONE WITH THE BEST STORY WINS



Get your stories right and you make ideas more memorable, complex messages clearer and creative decisions more instinctive, helping you stand out in competitive markets.

Story is key to connection. Used well, it creates an unparalleled emotional relationship with your audience, and transforms everything from internal and external comms to the way you inspire and lead teams.

So whether you're developing a TV series or a business strategy, launching a product or pitching an idea, we can help you sharpen your story skills and narrative judgement to make a bigger impact and ultimately boost your bottom line.

WHO WE HELP →

BBC STUDIOS
NETFLIX
Debevoise & Plimpton
sky studios
Aardman
Spotify
SEESAW
Bupa Dental Care
SONY PICTURES ANIMATION
THE NATIONAL GALLERY
BORD BIA IRISH FOOD BOARD
UNIVERSITY OF BATH
Ogilvy
Fremantle
INT./NIGHT
Adlib
Disney+
itv STUDIOS
verizon
4
GMCA GREATER MANCHESTER COMBINED AUTHORITY

WHY US?

40 YEARS MAKING STORIES.

20 YEARS TEACHING STORIES.





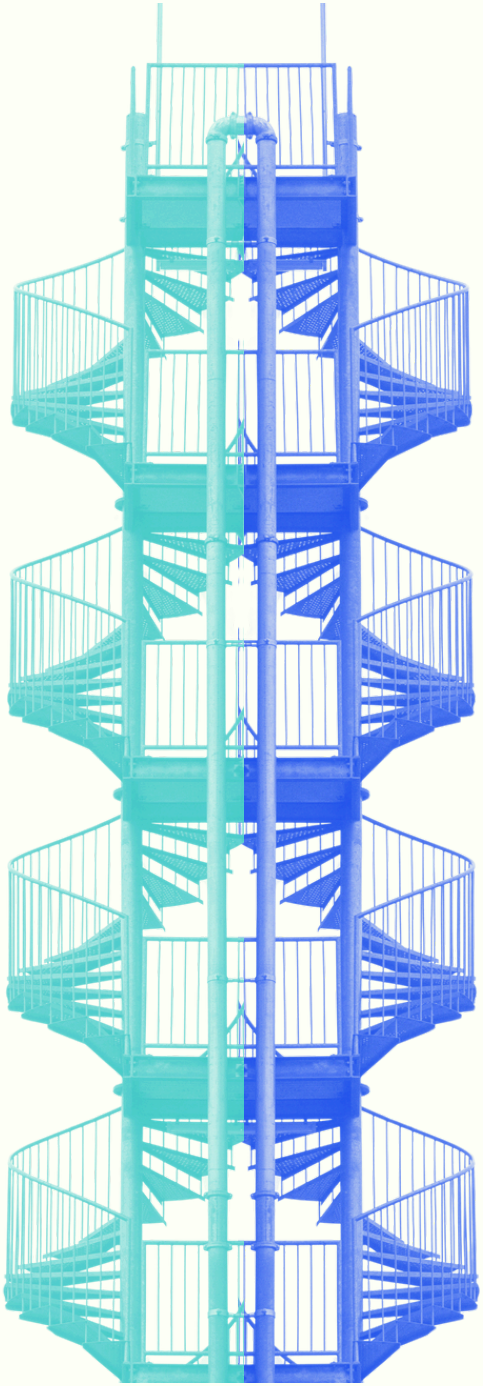
OUR TRAINING IS BUILT AROUND JOHN YORKE'S EXPERIENCE CRAFTING STORIES THAT HAVE REACHED SOME OF THE LARGEST AUDIENCES IN TV HISTORY.

His approach is grounded in practice, not theory, distilling what works in storytelling at scale. He also knows how to teach story – 20 years tutoring new generations of storytellers with the BBC Writers Academy make him not just a subject expert but an engaging trainer.

Today, John and our team train people across scripted and unscripted TV, film, podcasting and games, as well as applying story to business strategy, HR, brand development and comms. The result is hands-on training that changes how people think, communicate and work together. And we know it works because people keep coming back for more.

WHAT SKILLS WILL YOU LEARN?

HOW STORY CAN HELP YOU



Whether you're working in screen & media – drama, docs, film or series, animation, podcasts, games or novels – or in business – brand, comms, marketing, leadership or strategy – we can help you.

01– MAKE IDEAS WORK HARDER

FOR SCREEN & MEDIA

- Crystallise a narrative and maximise its dramatic possibilities at episode and series level
- Create more compelling characters, and use character journey as a surefire story engine

FOR BUSINESS

- Shape clear, compelling narratives that strengthen product and campaign storytelling across channels
- Unlock the potential in any idea, and sharpen it into a clear, usable story

02– FIX PROBLEMS EARLY

FOR BOTH

Diagnose and fix story problems early in the process, before they derail a project — with practical tools to understand what isn't working and why

03– BUILD & HOLD ENGAGEMENT

FOR SCREEN & MEDIA

- Quickly engage an audience and keep them coming back for more
- Work with – not against – the neuroscience of viewer-attention

FOR BUSINESS

- Build customer-centred journeys that make comms more engaging
- Capture attention quickly and build brand loyalty across channels

04– CONNECT YOUR TEAMS

FOR BOTH

Inspire teams and leadership, and bring everyone together around a shared story language and vision, breaking down silos between departments





"We've taken the lessons to heart and immediately looked to apply them to our own projects, from the script stage all the way through production. The impact has been immediate and I'm confident the lessons will continue to shape how we think about story long term. We'd absolutely recommend this experience."

- JEREMIAH LOEB
Development Exec

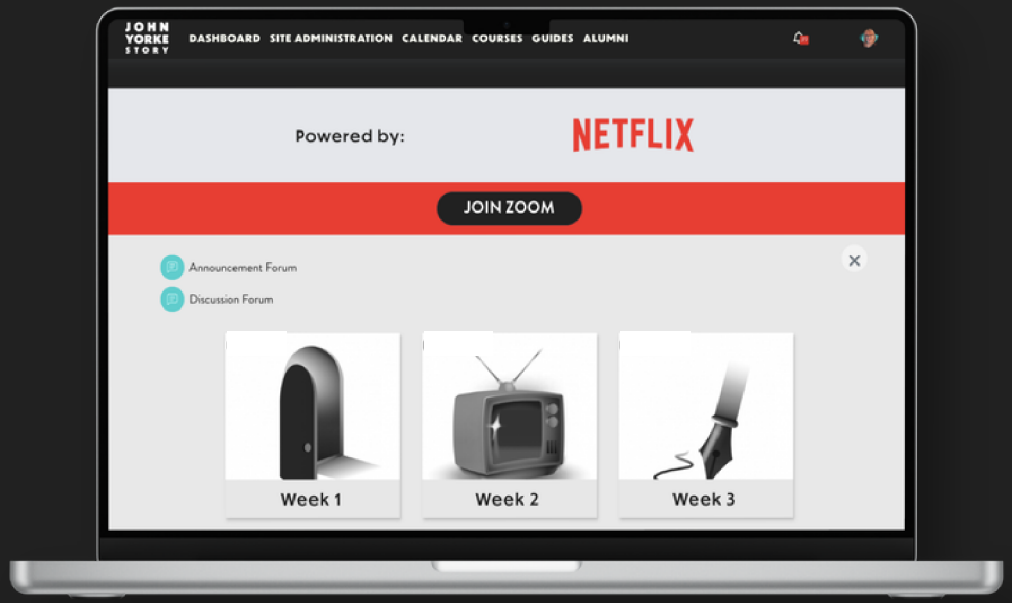




MAKE IT BESPOKE

TRAINING TAILORED TO YOUR NEEDS

You know your team, your projects and the time you have. Give us the details and we'll shape up a training module focused on immediate, tangible outcomes and based on our proven methodology. Here are some options →



FORMAT

Keynote / Away-day / Masterclass / Project Consultancy / Intensive multi-day/week/month programme

DELIVERY

Live and in person / Live online / Blended / Asynchronous CPD for distributed teams and time zones

FOCUS

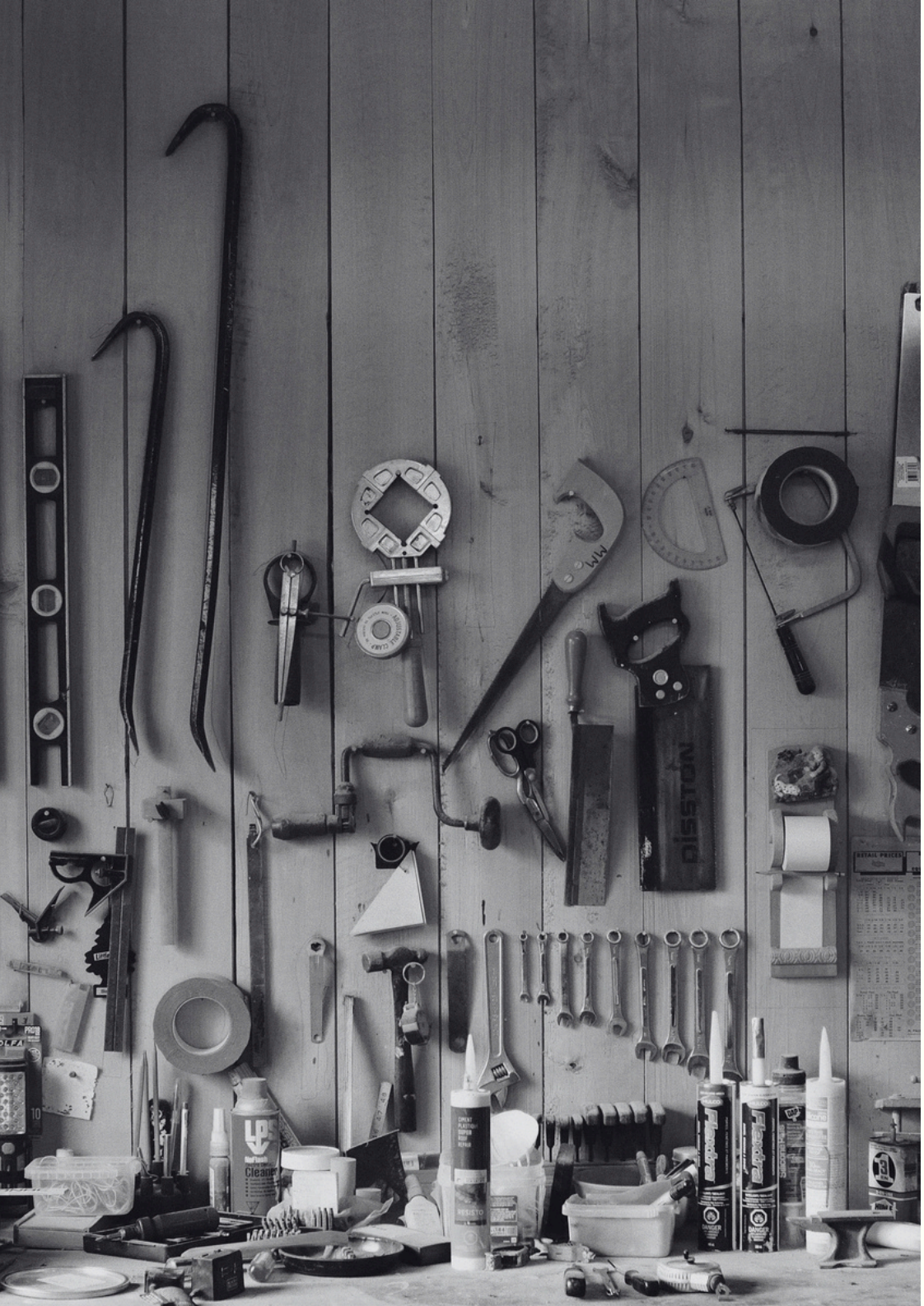
Story fundamentals / A live project you're working on / Specific assignment(s) bespoke to your sector or format picked by us, or by you

VISIBILITY

Our online spaces can be branded entirely for your company, or look like us. We're flexible.

OR START WITH SOMETHING READY-MADE

Our existing CPD-accredited online courses run four times/year.
This asynchronous small-group learning is ideal for those working full-time.
Go off the shelf or adapt your own branded version.



OUR APPROACH

WHAT ALL COURSES COVER

OUR PROVEN LEARNING CYCLE

LEARN → PRACTISE → SHARE → FEEDBACK

REVIEW & IMPROVE ← DISCUSS & REFLECT

OUR STORY ESSENTIALS

- What all stories have in common
- The building blocks every successful story needs
- How this relates to your specific sector / format / company
- Ways to identify why a story isn't working – and remedy it
- A takeaway story toolbox that makes decision-making efficient and instinctive
- Session-by-session feedback, with detailed notes on a practical work-related final project.





"Every successful business story has the same things in common: it's simple, emotional and impossible to disagree with. We can teach you how to see, formulate and land that story for your organisation – and understand why the one with the best story always wins ."

- JOHN YORKE





OTHER SERVICES

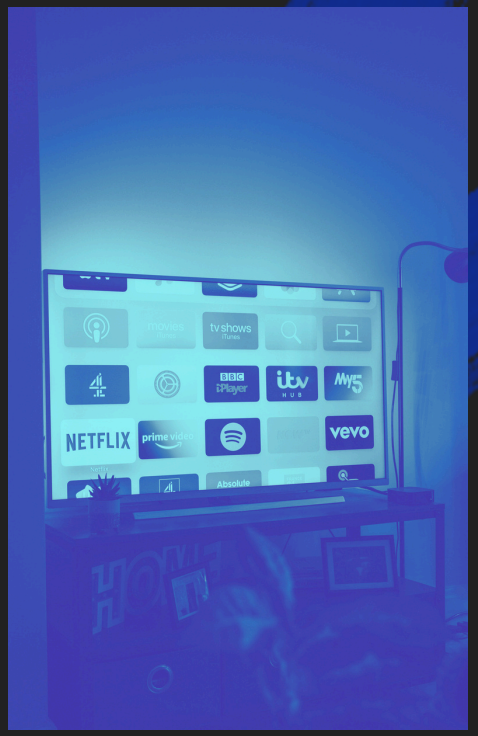
KEYNOTES & CONSULTANCY



John and the team are seasoned story specialists, with experience consulting on a wide range of creative and business topics. John has delivered keynote speeches at TEDx, VAF Story Conference, Game Developers Conference, BRIGHTTHINK, Talks at Google, the Screen Ireland Spotlight incubator, London Screenwriters' Festival, the European Speechwriter Network Conference and many events worldwide.

You can book John or one of our tutor team to talk at your event. Popular subjects are:

- The power of story and why some narratives resonate universally (from cinema and TV to politics and religion)
- Story structure and character development for screen, stage, podcast, radio and interactive media
- Applying story to business, marketing, leadership and audience engagement
- Techniques for pitching, selling a story and making compelling presentations.



Consultancy & Mentoring

John and team have worked as story consultants on a wide range of projects, including with Netflix and the BBC Natural History Unit. If you have a project you'd like to develop with private consultancy or mentoring from John or the team, we can tailor support to your needs – from shaping up a script, campaign or pitch, to ongoing guidance over a series or longer project. Reach out to us for more details.

Conference Follow-Ups

We know how frustrating it is to leave a conference or workshop feeling inspired, but unsure how to apply the ideas day to day.

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 takeaway tasks completed after the workshop and uploaded for feedback. A face-to-face lecture from John, for example, could be followed by online feedback sessions with forums, feedback and exclusive ongoing Q&A opportunities.



CASE STUDY

LEADING GLOBAL ANIMATION STUDIO

SCREEN & MEDIA

Our client is a global animation studio, known for producing well-loved, award-winning features and pushing the boundaries of storytelling and animation.

While their seasoned creative teams had lots of experience and great instincts, they wanted to strengthen their narrative skills as a team: to develop a shared story vocabulary, speed up story decision-making, and better understand what makes stories resonate with audiences.

We proposed and delivered a one-day, in-person bespoke training with John Yorke in Los Angeles for 15 participants from across the development team as well as execs.

The training aimed to:

- Develop a shared vocabulary and grammar of story, for enhanced communication and efficient note-giving
- Deepen understanding of the narrative bedrock underpinning all successful stories and how it relates to the neuroscience of viewer-attention
- Provide a tool box to pinpoint why a story isn't working as well as it could, and offer effective solutions for common problems, including the dials to turn up and down to make any story more powerful
- Allow the experienced creative team to scrutinise why stories take the shape they do, making practical decision-making quicker and more instinctive

The client noticed a visible shift in confidence and clarity across teams, and immediately applied the lessons to current projects.

They said:

"Working with John Yorke and his team was a start-to-finish great experience. They were incredibly collaborative and made sure the entire story course experience was tailored to our goals. Building it for us from the ground up.

The sessions with John were informative, dynamic, and entertaining, not something typically found within the story structure educational experience. He has a gift for making complex ideas about story structure and character both clear and engaging. He structures the discussion around concepts that in retrospect feel 'obvious,' yet we see them in hundreds if not thousands of movies/series without batting an eye. His use of specific examples that make the lessons feel concrete and applicable is truly exemplary and he does it all with a mix of charm, humor, and humility that kept everyone engaged from start to finish.

We've taken the lessons to heart and immediately looked to apply them to our own projects, from the script stage all the way through production. Utilizing his frameworks and questions to strengthen stories currently in development and push projects in production to be as strong as possible.

The impact has been immediate, and I'm confident the lessons will continue to shape how we think about story long term.

We'd absolutely recommend this experience to any creative team, development group, or individual looking to deepen their understanding of story and the ways people connect with it."



"We'd absolutely recommend this experience to any creative team, development group, or individual looking to deepen their understanding of story and the ways people connect with it."



Key Challenges

An experienced animation studio wanted to strengthen how they worked with story together. While rich in expertise, they were looking for a shared framework to speed up story decisions, improve note-giving, and better understand why certain stories resonate with audiences.

Solution

We delivered a bespoke, in-person story workshop with John in Los Angeles for 15 team members across development and production. The session introduced clear story principles the team could immediately apply to projects in development, creating a shared language for story across the studio.



CASE STUDY

GOVERNMENT COMMS TEAM

STORY FOR BUSINESS

A leading city-region communications team approached us to explore how storytelling could make their messaging more persuasive and engaging.

Their goal was to inspire staff with practical story tools for press releases, campaigns, social media, events and media pitching.

We met with the team to understand their needs and proposed a tailored training programme, The Power of Persuasion: Harnessing the True Power of Storytelling.

The plan was for a two-hour, in-person session with John, delivered as a combination of short lecture, practical exercises and a pitching session, to 30 - 40 communications officers from diverse departments and sectors.

We designed the learning to teach participants specifically how to:

- Become more confident in recognising potential stories in policy ideas, and craft narratives that resonate with audiences
- Break through public-sector jargon and siloed thinking to create messaging that is clear, engaging and persuasive
- Identify when a story isn't working and use practical solutions to strengthen it
- Apply story from high-level campaigns to day-to-day communications, using a shared story vocabulary.

The session had an immediate effect on the team. They said:

"John and Susannah made time to understand our team's needs, and it really paid off. John's session got the room fizzing with creative energy.

Colleagues who do not usually work together felt free to share ideas and to try out new approaches to storytelling.

We left feeling inspired, with the tools, techniques, and confidence to apply what we learned in our daily work."



"Colleagues who do not usually work together felt free to share ideas and to try out new approaches to storytelling. We left feeling inspired, with the tools, techniques, and confidence to apply what we learned in our daily work."



Key Challenges

The training needed to inspire a geographically and functionally diverse group of comms officers, helping them spot compelling stories in policy ideas, break through siloed thinking and collaborate across departments. The training needed to be concise and its lessons immediately applicable.

Solution

We designed a fully tailored, in-person session with John Yorke, combining a short lecture with hands-on exercises, and a pitching session. The programme gave participants quick and practical tools to strengthen messaging across campaigns, press releases, social media and events.





"The fact that the team wanted to find out more about our requirements in order to ensure that we received the most appropriate options for the masterclasses was greatly appreciated."



Key Challenges

Supporting a geographically dispersed group of writers at different experience levels with high-quality online narrative training that felt as close to face-to-face learning as possible.

Solution

A fully bespoke blended-learning programme and an online classroom designed specifically for this cohort - delivering a collaborative and highly practical learning experience.



CASE STUDY

AN ORGANISATION REPRESENTING INDEPENDENT TV PRODUCTION IN WALES

SCREEN & MEDIA

Our clients are the voice of the Welsh independent TV sector, and their members form a vital part of the creative economy and wider UK screen industries.

They wanted to bring their screenwriter members together around a shared story language and stronger narrative skills. But with members spread across different locations, they needed an online experience that felt as engaging and collaborative as face-to-face learning. It also had to support both emerging and experienced writers, equipping them with practical tools they could apply immediately.

We designed a bespoke programme with John, hosted in a virtual classroom created specifically for the cohort and branded with their logo and colours, creating a seamless, tailored experience.

Over two weeks, participants combined live Zoom masterclasses with practical assignments, learning materials, peer discussion and individual written feedback. They then joined a branded alumni space to continue discussions and refine their work for several months after the training.

The training focused on:

- Understanding narrative structure and applying it professionally in writing, pitching and giving notes
- Building a shared story language and tools to fix stories that aren't working
- Exploring story construction from high-level to scene- and beat-level detail
- Giving participants the confidence to apply these insights day-to-day.

The client saw high engagement and enthusiasm throughout the programme, with participants fully embracing the live and online components. They said:

"The team at JYS were professional and enthusiastic from the first point of contact. We were impressed by the range and depth of content available as outlined by Christina and Susannah, and their experience in the field is apparent.

The fact that the team wanted to find out more about our requirements in order to ensure that we received the most appropriate options for the masterclasses was greatly appreciated. It was great to get options on the practical task once our needs had been explained, and it was a perfect fit, as evidenced by the response of the delegates.

John Yorke's masterclasses were superb. His style was engaging yet informative, and all the delegates were inspired by his sessions. The wealth of experience that John brought to the sessions was apparent, and blended seamlessly with the learning.

The group made good use of the online resources, and found them very useful. They communicated a great deal with each other, giving feedback and supporting each other's ideas. It was fantastic for them to get individual comments on their task work, and this definitely spurred them on to work harder on development.

Overall, a really positive, inspired and inspirational overview and insight into story structure, storytelling and expression."



"The teams were absolutely in love with what they created. The leaders also reflected on their experience in the workshop and during the task, many saying they learnt so much about creativity and how story can bring them together."



Key Challenges

Following a restructure, the company was looking to strengthen connection and alignment across departments. Leaders were experienced and time-poor, and wanted practical ways to tell more compelling stories about their work that could build stronger emotional connection across teams.

Solution

Fully bespoke in-person training for 150 senior leaders, combining keynote teaching and hands-on workshops, and led by five key members of our teaching team. Leaders learned simple, effective story tools in the morning, then applied them immediately by creating short films within their departments. All materials were tailored to the client and seamlessly integrated into their leadership programme at an island resort.

CASE STUDY

GLOBAL PHARMA COMPANY

STORY FOR BUSINESS

Our client is a global pharmaceutical company who wanted to bring 150 senior leaders together around story.

Following an internal restructure, the company was looking for a way to reconnect teams emotionally around the work they do for patients. Their current comms go-to - a 70-page PowerPoint or one-page strategy doc - wasn't connecting.

The brief was to design something for smart, time-poor leaders that would deliver immediate results, using story as a way to break down silos and promote cohesion. The training needed to work in person, as part of a leadership programme at an island resort.

Our approach
Story is the antidote to dull, conventional corporate comms. It distils complex information (science, strategy, departmental priorities) into punchy, repeatable emotional messages people actually remember and learn from. And while lots of people can teach you theory, we have experience in making the lessons stick and applicable the second you leave the training.

What we delivered
We devised and delivered a one-day bespoke storytelling workshop for 150 senior leaders, taught in-person by five leading international figures from the worlds of TV and film, publishing and documentary-making, who make stories for the BBC, Netflix and GQ.

The experience was practical and immersive, focused on helping leaders tell meaningful stories about their own work and departments. The programme moved from shared story training in the morning to hands-on creation in the afternoon, with each department producing a short film about their work for a collective screening and awards event.

Each team left with a film they had made together and a simple toolkit of skills to communicate more clearly. They said:

"It was AMAZING. The short films worked incredibly well, and the leadership community went wild for them. The teams were absolutely in love with what they created. Absolute scenes. The leaders also reflected on their experience in the workshop and during the task, many saying they learnt so much about creativity and how story can bring them together."

CASE STUDY

A LEADING EUROPEAN AUDIOVISUAL PRODUCTION AND DISTRIBUTION GROUP

SCREEN & MEDIA

Our client is a major European audiovisual studio, producing internationally recognised and award-winning films and television.

Their scripted development department reached out to arrange a private cohort on our flagship Story for Script Development course. They wanted to bring together 6-8 employees from their offices in Madrid and Barcelona.

We proposed a bespoke classroom and schedule to suit their needs, and they were keen for the course to run in English, while submitting work in Spanish for feedback. To make this seamless, we recruited a bilingual Spanish tutor, the fantastic showrunner Maria Castaño Lopez, and moderator, Laura Casellas Igual, who worked across both languages throughout the programme.

Over seven weeks, the team worked asynchronously on course tasks while maintaining full-time workloads, with dedicated time set aside for live Zoom sessions and Q&As with Maria and Laura, which we provided to maximise practical guidance alongside flexibility.

We were delighted to receive feedback that the Story for Script Development training gave the team a structured way to review and also refine the core methodologies that shape their work.

Working as a group encouraged productive discussions, allowed them to reassess existing processes, and apply new approaches to projects in development.

Here's what they said:

"The Story for Script Development course by John Yorke Story is an exceptional opportunity to review and update the core concepts and methodologies that shape the daily work of a development department, even for professionals already engaged in analysing and editing fiction proposals.

Completing the training as a group proved particularly valuable, as it encouraged highly productive discussions among colleagues and enabled us to reassess and refine processes we routinely apply.

From the very first lesson, we were able to incorporate the learning into our projects, thanks to pedagogical material that is not only strong in the fundamentals but also highly insightful for the more complex aspects of our profession.

We approached JYS motivated by John Yorke's publications – which we have greatly enjoyed and frequently consulted – and by the limited availability of training specifically aimed at active professionals. We consider initiatives like this especially valuable.

The JYS team has been extremely generous, supportive and enthusiastic, guiding us from the beginning to the end of the course.

I highly recommend this programme both to professionals considering a transition into development roles and to those already working in the field who wish to strengthen and structure their methodology."



"From the very first lesson, we were able to incorporate the learning into our projects, thanks to pedagogical material that is not only strong in the fundamentals but also highly insightful for the more complex aspects of our profession."



Key Challenges

The development team was spread across Madrid and Barcelona, working full-time in different time zones, and needed a practical way to strengthen story skills, with bilingual support for English instruction and Spanish feedback.

Solution

We delivered our Story for Script Development programme, tailored for this team. A bilingual tutor and moderator made the experience seamless, with feedback in English and Spanish, using examples from the company's own projects and integrated around the team's schedule.



WHO WE ARE

ABOUT JOHN YORKE

John Yorke is one of the world's leading experts in narrative and winner of numerous awards, including BAFTAs and a Golden Globe.

He is former Controller of BBC Drama Production, Head of Channel Four Drama, and MD of Company Pictures.

John has written and produced some of the world's most lucrative, widely viewed and critically acclaimed screen drama, from EastEnders to Shameless, Life on Mars to Wolf Hall.

He is founder of BBC Writer's Academy, set up to train a new generation of UK writing talent, and his book Into the Woods: How Stories Work and Why We Tell Them has sold more than 250,000 copies around the globe. Its follow-up Trip to the Moon: Understanding the True Power of Story looks at how story works in the world of politics and real-life.

John's alumni are among the most successful and prolific UK writers working today, on shows including The Crown, Killing Eve, and Doctor Who, with wins for BAFTA, RTS, Golden Globe, Emmy and Oscar Awards.

John has worked as a narrative trainer and consultant with numerous production companies, broadcasters and streamers - including BBC Studios, See-Saw Films (Australia), Netflix (UK, Europe, Africa), and Sony Pictures Animation (USA) - while lecturing on narrative at universities and film schools around the globe.

He still makes shows, currently Exec Producing for Netflix.

His corporate clients range from lawyers and pharma companies to political parties and charities, and include Oglivy, Debevoise & Plimpton LLP, Greater Manchester Combined Authority, and BUPA Dental Care.

John's story team bring story expertise from different sectors and industries, from accountancy to food and drink, games and HR, and experience in training around the world, including in the US, Latin America, France, Ireland and Australia.



JOHN YORKE STORY



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