



D.O.T.S – The Fundamentals of Story Telling

Stories are among the most powerful tools in communication. They connect ideas, align perspectives, and bring clarity to complex messages by weaving individual details into a meaningful narrative. When delivered effectively, stories inspire action, influence decisions, and build lasting trust. In professional settings - whether in the boardroom, classroom, or on stage - the ability to tell impactful stories distinguishes average communicators from influential leaders. By integrating NLP principles, emotional intelligence, and communication mastery, participants will learn to craft stories that not only inform - but inspire, influence, and motivate their audience with clarity and confidence.

Learning Outcomes

- Relate to the psychology and science of impactful storytelling.
- Design stories with structure & purpose that align with business / personal goals.
- Apply NLP techniques to increase influence towards the audience
- Use emotional intelligence to read and respond to the audience.
- Develop verbal and non-verbal delivery skills that commands attention.
- Master the art of influencing emotions through words, language and tone.
- Build confidence, authenticity, and presence as a storyteller.



**Trainer
Rueben Daniel**

With close to 20 years of experience in the Customer Service and Contact Centre industry, Rueben brings a strong combination of operational leadership and corporate training expertise. His career spans Banking, Fintech, Media, and BPO sectors across Malaysia, the United States, India, China, and Singapore, providing him with a broad global perspective on customer experience and people management.

Rueben has built deep expertise in People Management, Talent Acquisition, Quality & Process Improvement, and Learning & Development. Having served as both a People Manager and Trainer in high-performance operational environments, he understands the real challenges leaders face and delivers highly practical, experience-based training.

With over nine years in Learning & Development, he specialises in Leadership Development, High-Impact Team Building, Interviewing Skills, Difficult Conversations, Coaching & Feedback, and Train-the-Trainer programmes. Passionate about developing others, Rueben believes leadership growth is not just about performance—but about creating meaningful, lasting impact.

→ Modules

Module 1: Introduction to Storytelling & D.O.T.S. Framework

Module 2: D – Design with Intent

Module 3: O – Orchestrate with Emotion

Module 4: T – Transform with Delivery

Module 5: S – Sustain with Impact

Module 6: Integration & Story Showcase

BOOK IN A QUICK CALL

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www.knowledge-evo.com

D.O.T.S – The Fundamentals of Story Telling

1. Overview:

Stories are among the most powerful tools in communication. They connect ideas, align perspectives, and bring clarity to complex messages by weaving individual details into a meaningful narrative. When delivered effectively, stories inspire action, influence decisions, and build lasting trust. In professional settings - whether in the boardroom, classroom, or on stage - the ability to tell impactful stories distinguishes average communicators from influential leaders. By integrating NLP principles, emotional intelligence, and communication mastery, participants will learn to craft stories that not only inform - but inspire, influence, and motivate their audience with clarity and confidence.

2. Learning Outcomes:

Upon completion of this one-day training program, participants will be able to:

- Relate to the psychology and science of impactful storytelling.
- Design stories with structure & purpose that align with business / personal goals.
- Apply NLP techniques to increase influence towards the audience
- Use emotional intelligence to read and respond to the audience.
- Develop verbal and non-verbal delivery skills that commands attention.
- Master the art of influencing emotions through words, language and tone.
- Build confidence, authenticity, and presence as a storyteller.

3. Target Audience:

- Trainers, Facilitators, Presenters, Sales Manager

4. Location:

- Petaling Jaya, Selangor

5. Course Outline:

DAY ONE

9:00am – 10:30am Module 1: INTRODUCTION TO STORYTELLING & D.O.T.S. FRAMEWORK

- Why storytelling matters in training, presentations, and influencing
- Overview of D.O.T.S. principles
- The science of stories: how the brain processes narratives

10:30am – 11:00am Coffee Break

11:00am – 1:00pm Module 2: D – Design with Intent

- Identifying your story's purpose (inspire, educate, influence, or connect)
- Structuring the story (setup, challenge, resolution, transformation)
- Creating clarity: focusing on one big idea – what is the message
- Activity: "Map Your Story" — designing a personal/professional story

1:00pm – 2:00pm Lunch Break

2:00pm – 3.30pm Module 3: O – Orchestrate with Emotion

- Storytelling with Emotional Intelligence (reading the room, sensing emotions)
- Using empathy as a bridge – connect with the audience
- Applying NLP principles: sensory language, anchoring, pacing & leading
- The power of metaphors and analogies in evoking emotions
- Activity: "Emotion Curve" — designing a story arc with emotional highs/lows

3:30pm – 3:45pm Coffee Breaks

3:45pm – 4.45pm Practice Time

- Design a Story with an Intro, Body and Conclusion
- Identify Emotions used and how to apply
- Activity: Work in groups to share each other's story.

3:45pm – 5.00pm Q&A & Wrap Up

DAY TWO

9:00am – 10:30am Module 4: T – Transform with Delivery

- Voice mastery: tone, pauses, rhythm, projection
- Speaking with conviction, confidence, and authenticity
- Body language essentials: posture, gestures, eye contact, stage presence
- The storyteller's character: credibility and charisma
- Activity: "Storytelling on Stage" — practice sessions with feedback

10:30am – 11:00am Coffee Breaks

11:00am – 1:00pm Module 5: S – Sustain with Impact

- Crafting memorable endings: call to action, moral, or vision
- Using repetition, hooks, and phrases that stick
- Aligning story with brand image, leadership message, or organizational goals
- Sustaining influence: storytelling as part of everyday communication
- Activity: "Legacy Story" — craft a story that represents your values or brand

1:00pm – 2:00pm Lunch Break

2:00pm – 3.30pm Module 6: Integration & Story Showcase

- Participants deliver their final story (personal or professional)
- Peer & facilitator feedback (using EQ: impact, clarity, emotional resonance)

3:30pm – 3:45pm Coffee Breaks

3:45pm – 4.45pm Module 6: Integration & Story Showcase

- Reflection: How will I apply storytelling in my role?

3:45pm – 4.45pm – Q&A & Wrap Up

6. Certificate:

- Participants will be issued a Certificate of Attendance/Accomplishment upon successful completion of this training program

7. Registration Method:

- Online: <https://knowledge-evo.com/index.php/events2/>
- Contact our office: +6019 572 0449 or Email: enquiry@knowledge-evo.com

8. Course Fee & HRD Corp Claimable:

- RM1800 per pax (inclusive of 8% SST)
- HRD Corp Claimable - Yes
- 5% Group discount is available - min 3 pax.

9. Training Date:

- 11 & 12 May 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)
- 22 & 23 June 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)
- 13 & 14 August 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)

REGISTRATION FORM

Program Name			
Company Name			
Address:			
Tel & Extension No (if any):		Email:	
Participant Name #1			
Designation:		Email:	
Participant Name #2			
Designation:		Email:	
Participant Name #3			
Designation:		Email:	

The JD14 Form/ Invoice should be directed to Mr/ Ms (Dept):

Name of Authorizing Manager:			
Tel & Extension No (if any):		Email:	
Designation:		Department:	
Signature:		Company Stamp:	

Please make your cheque payable to: Knowledge Evolution Sdn Bhd | MAYBANK 5123-5231-7482

*Please indicate the invoice number in the reference section for online transfers and send the bank in slip receipt to WhatsApps +6019 572 0449 or email: enquiry@knowledge-evo.com

NOTE:

- 1.Date & venue of seminar subject to change.
- 2.Payment must be made 14 days before the training date.
- 3.Registration cancelled 14 days prior to the event is subject to RM100 service charge per participant.
- 4.No refunds for notice received less than 14 days prior to the event. A substitution may be made at any time at no extra charge.
- 5.Program content may change subject to revision by our consultants from time to time.
- 6.Full fee is required with your registration. 5% Group discount is available - min 3 pax.