

Game-Based Storytelling Workshops

We offer two inspiring workshops that combine storytelling with game-based methods:

1. Personal Brand
2. Hero's Journey

Both workshops are grounded in the theory of archetypes and use coaching techniques to help you craft meaningful stories.

Writing Your Hero's Journey

Write Your Hero's Journey: From A to C

Based on the findings during the workshop you will use most inspiring insights and create a story about how you'll reach your Point C.

- Express your journey using symbols, emotions, and images.
- Imagine yourself or your archetype as the hero on this adventure.



Why Symbols?

Storytelling has always used symbols to convey deeper meanings. Our unconscious mind understands symbols and images more easily than logical language. By writing a symbolic story, you can unlock hidden thoughts, emotions, or desires.



Psychological Insight

Carl Jung developed "active imagination" to access the unconscious through creativity—such as storytelling, drawing, or visualization. These methods help bypass the rational mind and reveal what lies beneath.



Personal Brand Workshop

In this workshop, you will shape your personal brand by transforming your experiences into a compelling story.

What is a Personal Brand?

Your personal brand is the unique blend of skills, experiences, values, and personality that shapes how you present yourself to the world. It defines how others perceive you, especially in professional or public spaces, through your actions, reputation, and the image you project.

Key Elements of a Personal Brand:

- Expertise & Skills
- Values & Mission
- Unique Personality
- Online Presence & Visual Identity

Hero's Journey Workshop

Using coaching questions, you'll discover hidden treasures within your own life experiences and explore new pathways toward your personal or professional goals. This workshop helps you see your journey from a fresh perspective and gain insights into the steps you can take to reach your desired destination.

Key stages & focus:

- **Call to Adventure:** Define your goal, why it matters, and what achieving it will bring you.
- **Crossing the Threshold:** Identify obstacles, fears, and the resources you need to move forward.
- **Meeting the Mentor:** Discover who or what can guide and inspire you on your journey.
- **Tests, Allies, and Enemies:** Learn from past mistakes, recognize your strengths, and prepare for challenges.
- **The Deepest Cave:** Face inner fears and explore what you must release to grow.
- **The Ordeal:** Take bold actions and build new habits to create lasting transformation.
- **The Reward:** Visualize success, recognize existing progress, and define what skills or resources are key to reaching your goal.

Through these stages, you'll uncover insights and develop a personal action plan to move from where you are now to where you want to be.

The Workshop Process

With coaching questions and archetypes, we'll help you uncover powerful insights—hidden treasures from your life and dreams—that will shape your personal brand or life story. From these insights, you will write your journey: from where you are now to where you want to be.



Before the Workshop: Pre-Assignment

Since the workshop is 2.5 hours, we'll start preparing ahead of time. Before we begin, I'll ask you to reflect on where you want your journey to take you. Your pre-workshop task is simple:

- Think about your desired destination.
- Fill out a short form (in your preferred language—English, Dutch, or Russian). I'll send you the link before the workshop.

Why? When you define your destination, you're already halfway there! This helps us shape your guiding question for the game.



During the Workshop

Participate in interactive game-based activities that help you discover insights about your journey or personal brand using archetypes and coaching techniques.



After the Workshop: Homework

After gathering insights during the workshop, your next step is to turn them into a complete story. I'll send you a follow-up link where you can submit your story (if you'd like feedback) or you can keep it personal and write it on your own.

Based on the findings during the workshop you will use most inspiring insights—choose 3 cards or ideas that stood out—and create a story about how you'll reach your Point C.