

STORYTELLING FOR LEADERS™

OVERVIEW

Storytelling is a powerful leadership tool. Stories build rapport and connection in a way that facts and information do not. When we share stories, we engage the emotions and imagination of others to help them see things differently—and act differently as a result. This intensive one-day course will show you how to tap into the stories you have within you, and use them to authentically inspire your audiences.

TARGET AUDIENCE

This course is for leaders at all levels who wish to complement their leadership communication skills with storytelling.

POWERFUL LEARNING OUTCOMES

Participants will enhance their ability to:

- Understand the purpose of storytelling and how to use it as a leadership tool;
- Use The Story Spine to structure a compelling anecdote;
- Identify the right moment for a story;
- Use language and classic narrative techniques to hold the room;
- Tell their stories with a dynamic and engaging physical presence;
- Craft stories in-the-moment for a variety of audiences and situations.

LEARNING EXPERIENCE

Storytelling for Leaders™ emphasizes practical, applied learning. Small groups ensure that all participants have several opportunities to test their learning throughout the day and receive individual feedback from the instructor.

DAY ONE

I. WHY TELL STORIES?

- Storytelling as a leadership tool.
- What stories are—and aren't.
- When and why to use storytelling.
- Tapping into your unique stories.
- **Workshop:** Participants will share a story about themselves and challenges as storytellers.

II. CREATE A STORY SCRIPT

- Every story has a message—know yours.
- Create a story in five sentences using The Story Spine.
- Elaborate your story spine to suit the audience and the opportunity.
- **Workshop #1:** Participants will reverse engineer stories using The Story Spine.
- **Workshop #2:** Using The Story Spine as a guide, participants will create their own story for an upcoming communication opportunity.

III. USE LITERARY LANGUAGE

- Use description to paint a picture.
- Draw on classic storytelling techniques to guide your audience through the story.
- Create your own metaphors.
- **Workshop:** Participants will go through a series of exercises to enhance the language of their stories.

IV. TELL YOUR STORY WITH PRESENCE

- Learn to tell stories authentically by building on your strengths.
- Develop your voice to convey emotion.
- Use your body to tell the story.
- **Workshop:** All participants will be videotaped telling their stories and watch the playback. The instructor will provide coaching on their presence.

V. PUT STORYTELLING INTO ACTION!

- Identify opportunities to tell stories in-the-moment.
- Select a story to suit your objective.
- Weave stories into conversation with three simple strategies.
- **Workshop:** Participants will be given a variety of hypothetical scenarios and will practice creating stories on-the-fly.

VI. CONCLUSION

- Where will you incorporate storytelling?
- Tools for sustaining your learning.