
STORYTELLING FOR LEADERS

HOW TO INFLUENCE, ENGAGE AND INSPIRE



PROGRAM OVERVIEW



WHAT DO WE WANT TO ACHIEVE?

WE ALL NEED BETTER WAYS TO INFLUENCE, BUILD ENGAGEMENT AND INSPIRE PEOPLE TO TAKE ACTION.

From Leaders to Project Managers, salespeople to consultants, trainers to sourcing professionals, we all need to get our ideas to stick.

Our **STORYTELLING FOR LEADERS** program develops participants' story skills to do exactly that.

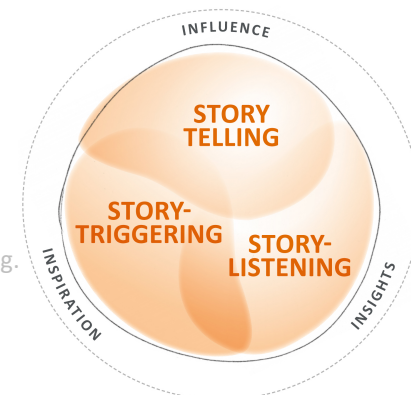
We know that stories are engaging – we tell them informally and people listen, they 'get' what we are saying and they remember it. Yet few people in business systematically harness the natural power of story in the workplace.

Our **STORYTELLING FOR LEADERS** program shows participants how to use the three key areas of story-work – storytelling, story-listening and story-triggering – to influence, engage and inspire people.

STORY-LISTENING IS THE ART OF GETTING SOMEONE TO TELL A STORY.

STORY-TRIGGERING INVOLVES A LEADER DOING SOMETHING REMARKABLE ENOUGH THAT PEOPLE IN THE ORGANISATION WILL THEN RECOUNT WHAT HAPPENED.

Completing the story-work is storytelling. STORYTELLING IN BUSINESS IS THE PURPOSEFUL RECOUNTING OF SOMETHING THAT HAPPENED TO MAKE A BUSINESS POINT.



OUR PHILOSOPHY

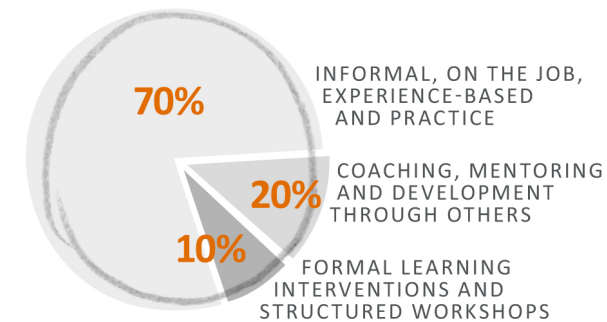
**WE HELP LEADERS BE BETTER
ORAL STORYTELLERS.
WE WANT THEM TO STAND
UP AND SPEAK WITHOUT
POWERPOINT CRUTCHES.**

**BUT, TO BE FRANK, THIS
CHANGE DOESN'T JUST
HAPPEN FROM A SINGLE
WORKSHOP.**

We use to see people leaving the workshop inspired and fired up to start using storytelling, but they would get busy with their jobs and forget to try out storytelling and practise the skill.

So we changed our approach and developed a six month program that encourages participants to practise their new skills in the workplace.

The fact is the majority of learning occurs in the workplace rather than the workshop.



**IT'S THIS FOCUS ON PRACTICE IN
THE WORKSHOP AND OUR 6 MONTH
DELIBERATE PRACTICE PROGRAM
THAT MAKES THE DIFFERENCE.**