

# STORYTELLING FOR LEADERS®



HOW TO INFLUENCE,  
ENGAGE, AND INSPIRE



Systematic  
method for  
becoming an  
**effective  
storyteller**

Storytelling for Leaders® program helps you to tell strategic stories while engaging with your employees. The result is an easy - to - understand strategy in concrete, specific terms where the level of commitment to achieve the strategy is vastly increased. The program will also teach you the techniques you need to better influence, engage and inspire others - just as hundreds of leaders already have, from Melbourne to New York, London to Singapore.

## KEY LEARNINGS

STORYTELLING is a powerful way of being heard. When we tell stories, people 'get' what we are saying - and they remember. This is the case when we are communicating both informally and formal. The Storytelling for Leaders® Workshop focuses on three key challenges faced by leaders:

- 🌱 Getting their message to stick
- 🌱 Changing behavior
- 🌱 Being clearly understood

## AUDIENCE

Storytelling for Leaders® is beneficial to anyone whose role requires to influencing, engaging, and inspiring others. Including senior leaders, project managers, and sales professionals

## FORMAT

2-day Instructor-led workshop and interactive discussions, and activities designed to build your storytelling skills and confidence.

# STORYTELLING FOR LEADERS®



2-Day Program

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## 6 - PART MODULES

### Module 1: Building your story-spotting skills

- ✔ Unlocks the power of storytelling within you.

### Module 2: Building your story repertoire

- ✔ Learns how to collect and store relevant stories.

### Module 3: Making your stories even better

- ✔ Learn and practice how to enhance your story to be able to influence people and memorable.

### Module 4: Dealing with anti-stories

- ✔ Describes a range of strategies to deal with anti-stories.

### Module 5: Story-listening: building your skills to elicit stories

- ✔ Provide you insights and activities to help you elicit stories, both one-on-one and in group situations.

### Module 6: Story-triggering for behavior change.

- ✔ Takes a close look at story - triggering and how it can be used to build culture.
- ✔ Understand negative consequences of actions that trigger undesirable stories to be told in your organization.

