

Storytelling for Leaders™

Tell Compelling Stories that Engage and Inspire People

Stories build rapport and connection in ways 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.

Delivered in partnership with The Humphrey Group Inc., this intensive program will help you use storytelling as a powerful leadership tool. Tap into the stories you have within you, and use them to authentically inspire and motivate your audiences.

The interactive format facilitates social learning. You will have opportunities to network with your peers and to apply, test and receive feedback on the skills you are learning.

Online Program Format

Delivered over three weeks, the program includes:

- Pre-session online learning resources
- Three online sessions (1 hour each) facilitated live by an instructor from The Humphrey Group
- 30 minutes of 1-1 virtual coaching time with an instructor from The Humphrey Group

Takeaways

- Gain the courage to tell your stories on a daily basis
- Determine the right moment to use storytelling
- Identify relevant stories from your unique experiences to tell in the moment
- Think quickly on your feet to craft stories for a variety of stakeholders
- Structure a compelling anecdote
- Use your presence to develop an authentic connection with stakeholders

Audience

Leaders at all levels who wish to complement their leadership communication skills with storytelling.

Program Content

Session 1: Storytelling as a Leadership Tool

Pre-work learning: Inspire podcast episode – why every leader must be a storyteller

Real-time online session: Finding and creating your own stories

Post-session work: Crafting your personal story

Topics:

- Clarifying your purpose: what's your message, audience and opportunity?
- Tapping into your unique stories
- Using The Story Script to create and elaborate your story

Session 2: Telling Stories that Engage and Inspire

Pre-work reading: How stories change the brain

Real-time online session: Sharing your story

Topics:

- Using description, literary language and metaphor to paint a vivid picture
- Classic storytelling techniques for guiding audiences through a story
- Telling stories authentically by building on your strengths

In Between Sessions 2 & 3: Thirty minutes of individualized coaching with the program instructor

Topics:

- Developing your voice to convey emotion
- Using your presence to connect with people

Session 3: Making Stories Part of your Every-Day Leadership Tool Kit

Pre-work video: TED Talk – The danger of a single story

Real-time online session: Storytelling in the moment

Topics:

- Identifying opportunities to tell stories on the fly
- Selecting a story to suit your objective
- Strategies for weaving stories into your conversations

Special Features

This workshop emphasizes practical, applied learning. You will engage in activities designed to develop your storytelling skill set, and you will receive individual feedback from the program instructor.

Program Leaders

This program will be led by experienced professionals from The Humphrey Group, Inc.

For details: <http://humphreygroup.com/our-team>

To Register

Executive Education

www.sauder.ubc.ca/executive

Tel. 604.822.8400 (toll-free 1.800.618.3932)