

Storytelling for Leaders



Inspiring stories are powerful tools. They bring people together, communicating complex change and engaging employees. This workshop covers how stories work in an organisational environment and how to make best use of them.

The power of stories

Using day-to-day experience and engaging narratives can help individuals to bring workplace goals to life. Using stories to illustrate their points will make them more engaging and help others to relate to them and, importantly, their messages emotionally.

Harnessing the power of storytelling explores the power of stories to inspire, engage and drive action in the workplace.

Workshop features

Telling a compelling story takes the listener on a journey, emotionally investing them in your vision, and engaging people regardless of culture or background. This workshop boosts the awareness and potential of individuals to consciously use storytelling as an effective means to communicate business and personal messages, so they inspire commitment and intelligent action.

After completing this workshop, **participants will be able to...**

- Demonstrate the power of storytelling as a communication and leadership tool
- Tell a story in a work context
- Share a strong personal story that says who they are and why they have credibility as a leader
- Convey abstract concepts such as values through stories so they have real meaning for colleagues
- Recount a story that conveys their vision to others
- Understand the importance of coherence, energy and presence in telling stories