

Leading with stories

Aim

Using narrative for managing messaging at all levels

What's it all about?

This is a one day programme which focuses on a little-used tool: storytelling. In an era of increased communication, leaders need to be able to create impact both one-to-one and one-to-many. A key and powerful tool to achieve this is anecdote. Anecdotes can encapsulate key messages while simultaneously allowing leaders to disclose their personal side. That way they create connections with stakeholders at an emotional level. The level that results in action.

Why iOpener?

We have developed a strong and practical workshop with a tried-and-tested process which has incredible impact and helps leaders cascade strategy and change in an insightful and understandable way. Our offering enables leaders to get results fast.

How?

We'll analyse anecdotes that work, share the development process and then practise delivery. Everyone is videoed and given individual feedback and coaching to take their skill to the next level. It's a fast moving day in an atmosphere which encourages people to try new strategies.

Participants?

We take a maximum of six people on this workshop. This allows us to take a coaching approach and means that everyone has enough time to try out two different stories.

Outcomes:

Participants will:

- Analyse why anecdote creates understanding and motivation
- Understand how to develop anecdotes that fit the business need
- Practise and select rhetorical techniques that work for them
- Develop and deliver stories that link the personal and the organisation
- Receive 1:1 coaching that will develop and build on their oral communication skills

Participants cover:

- Analysing why stories and how to use them
- Checking that the story fits the need
- Investigating story type and structure
- Illustrating strengths and finding passion
- Engaging language and rhetoric
- Expressing the tough stuff through the story
- Creating and delivering your story
- Getting feedback on what you say and how you say it
- Investigating others who do this well

Target group

Any leader who needs to communicate new and potentially difficult messages.

Option

Consider this as an add-on to the speech drafting and delivery workshop.

Duration

1 day