

Leadership and the Art of Storytelling

Workshop Synopsis:

Storytelling is one of the oldest and most powerful modes of communication. This workshop is designed to explore: 1) why this highly effective tool has taken a backseat to the more efficient electronic means of communication, 2) how to add storytelling to your leadership toolkit to “sell” organizational mission values, goals and overcome resistance to change and 3) how to align organizational mission and values with individuals’ intrinsic needs to belong and contribute.

Ideal Participants:

Leaders, administrative managers and board members in the public or private sector who need to influence and inspire others.

Prerequisites:

Completion of the Achieving Styles Inventory

Length of Workshop:

1 day

Workshop Materials & Resources:

Targeted readings, leadership profile inventory and other instructional materials

Upon completion of this workshop, each participant will be able to:

- Use stories of the past and present to move their organizations into the future
 - Build trust through personal communication
 - Become more effective in overcoming resistance to change and engaging employees
 - Develop a more meaningful mission story
 - Enhance fundraising or recruitment efforts
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Core Skills Developed:

- ✓ Storytelling
- ✓ Influencing others
- ✓ Engaging others through the power of personal communication
- ✓ Understanding your preferred achieving styles