



Storytelling for Leaders*

– how to influence,
engage and inspire

**Quite frankly a leader can be anyone
who needs to influence others,
communicate insights and spark action.
And who doesn't these days?*

We all desire better ways to persuade, share what we know, and help those around us make sense of the complex world we live in. **The development of our innate storytelling skills helps us to build confidence, convey ideas clearly, and probably most importantly, display our humanity.**

We all want to express our ideas with great impact, yet eyes instantly glaze over the moment you beam your PowerPoint slides laden with dot points.

We know informally that stories are engaging – we tell them at dinner parties and people listen and they 'get it' – **yet few leaders systematically harness storytelling to communicate ideas, convey their organisation's values, or inspire their people.** Anecdote's storytelling workshop will show you how to do this.

Our workshop is interactive because we strongly believe in the power of practical activities to foster learning. Throughout the day, participants will engage in hands-on activities designed to build their skills and knowledge.



WHAT THE ONE DAY WORKSHOP IS ALL ABOUT

Stories have an incredible natural power. Our workshop will teach you how to tap into this power in three ways:

- **Communication** – how to get your message to stick
- **Influence and Persuasion** – how to change behaviour
- **Insight and Empowerment** – how to understand what's really going on



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ANECDOTE HAS DEVELOPED A THREE-STEP PROCESS TO GUIDE YOU

Getting your message to stick

“At a recent businesswomen’s summit, Ginni Rometty, the CEO of IBM, shared a story about how, early in her career, she responded to a big job offer by saying she needed time to consider it, as she was unsure whether she could handle the responsibility. On hearing about her uncertainty, Rometty’s husband boosted her self-confidence with just one simple question: ‘Do you think a man would have ever answered that question that way?’ Her little story was reported in *Fortune*, *The New York Times* and *Harvard Business Review* blogs. It stuck.”

The telling of business stories is not about concocting events and delivering your tale to an enraptured audience. Rather, it relies on people sharing their own experiences in an authentic and empathetic way.

Everyone has stories to tell, but in many cases we are unaware of them. During our workshop, we help participants to understand why stories work, and how they can become effective story collectors and tellers. We show them how to use these skills to dramatically improve the effectiveness of their communications. And the beauty of it is that these skills are equally effective in our personal and professional lives.

Changing behaviour

“In 2009, we facilitated a workshop involving 300 survivors of the Victorian bushfires, helping them share stories of when a small thing made a big difference. It was the first step in helping these people to connect with and learn from each other about how to recover from the disaster.”

The initial step in influencing your audience is to establish a connection with them. Once this has happened, there are then many ways in which stories can help motivate that audience and inspire action. This section of our workshop focuses on how stories can forge stronger relationships, open up people’s minds to new possibilities, and effect real behaviour change. We’ll show you how to bring values to life, make strategies stick, and strengthen employee engagement.

Understanding what’s really going on

“We once met with the CEO of a major bank who told us about his organisation’s excellent employee engagement scores. We then collected stories from his staff and discovered that many of them were bitterly unhappy.”

The final section of our workshop focuses on how to use stories to find out what’s really going on in your organisation, and how to then tackle complex and challenging problems – the ones that involve people and seemingly intractable differences of opinion. Some of the important skills required to do this include asking effective questions and helping people move from problem-solving to seeing the broader patterns at work.



WHO SHOULD ATTEND?

This workshop is invaluable for anyone who wants to improve their ability to become aware of and tell their own stories within a business context.

It is also beneficial for people who wish to improve their leadership skills and their ability to communicate ideas and engage staff in developing new behaviours. There are few employees this would not apply to, as we believe that leadership occurs at all levels of an organisation.



YOU SHOULD ATTEND THIS COURSE IF YOU ARE INTERESTED IN:

- communicating your organisation's mission, strategy and values
- motivating and inspiring people
- becoming a more interesting and memorable speaker
- finding new ways to tackle seemingly intractable problems
- getting people to really listen to your ideas.

YOUR FACILITATORS

Anecdote Pty Ltd is a management consulting firm that uses its expertise in story to inspire enduring organisational change.

COMPANIES WHO HAVE USED OUR STORYTELLING SERVICES TO DATE:

AE Smith	Cadbury	IBM
Allinta Energy	Schweppes	KPMG
AMP	Challenger Financial Services	Malaysian Airlines
Australian Tax Office	Civil Service College of Singapore	Microsoft
AXA	Origin Energy	National Australia Bank
Axiata	Fosters Group	Rio Tinto
BHP Billiton	Fuji Xerox	Shell
Boehringer Ingelheim	Genworth	SKM
		The Australian Treasury

WHAT ATTENDEES HAVE SAID

"Anecdote has a most honest, open and engaging approach, which is what has been shown to work best with this technique and creates an enjoyable workshop."

"The workshop covered a lot of territory in a way that combined analytical rigour with a clear and informal delivery. I recommend it without reservation."

"There's loads of value in the Storytelling for Leaders workshop and it's been a useful part of my leadership development activities. In my role as Chief Sustainability Officer I'm often using stories about how our clients' thinking has shifted around sustainability... they're often very powerful. The workshop has given me ideas and tools for actively including stories in presentations to give people a better sense of who I am and what I stand for, as well as to illustrate key messages. I know they're having an effect because of the feedback I receive – that they reflect an authenticity that is engaging – and because I hear people sharing these same stories."

Our Storytelling for Leaders workshops have been run all around the world.



Workshop registration form:

Confirm your workshop...

Workshop title:

Date: / / 201

City:

Your contact details...

Name:

Position:

Organisation:

Address:

Phone:

Email:

Special dietary requirements:

Payment details...

I am an EarlyBird Registration

Enclosed is my fee of:

AUD\$

I am paying by:

Mastercard Visa Amex Invoice¹

Cardholder name:

Card no:

Card verification code (three digits, on back of card):

Expiry date:

Signature:

WORKSHOP DETAILS

Arrive 8:30am for 9.00am start. Finishes at 5.00pm. The registration fee includes full documentation, morning tea, lunch and afternoon tea on the day. Workshop numbers are strictly limited to 25 places, allocated as payments are received. Your registration is confirmed only after full payment has been received.

PLEASE NOTE

If cancellations are made 7-30 days before the event, a 20% cancellation fee will apply; if cancellations are received less than 7 days before the event, no refund is payable. Cancellations must be received in writing. You are welcome to provide a substitute if you are unable to attend. Anecdote is not liable if circumstances outside our control force us to cancel or reschedule this event. ¹Note: the Workshop will not begin until payment is received in full.

Enrol now!

There are three ways you can enrol for the Workshop

By email

Scan this completed form and email to people@anecdote.com

By fax

Fax to +61 (0)3 8677 3363

By phone

Please call us on +61 (0)2 6161 4009

