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.

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

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.”

Find out more www.anecdote.com
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
Allinta Energy
AMP
Australian Tax Office
AXA
Axiant
BHP Billiton
Boehringer Ingelheim
Cadbury
Schweppes
Challenger
Financial Services
Civil Service
College of Singapore
Origin Energy
Fosters Group
Fuji Xerox
Genworth
IBM
KPMG
Malaysian Airlines
Microsoft
National Australia Bank
Rio Tinto
Shell
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 Business 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 Business Leaders workshops have been run all around the world.

Find out more www.anecdote.com