



# STORY COACHING



As a leader, you understand the value of storytelling. You've most likely read books about it and been told how important it is. However, you're probably still not quite sure how to do it in your context, or in your world. That's the true value of Anecdote's Story Coaching – we will help you build your storytelling skills while you're getting your work done.

## WHAT IS IT?

**BUILD YOUR STORYTELLING MUSCLE. STORYTELLING IS A POWERFUL TOOL FOR LEADERS. BUT TO USE IT EFFECTIVELY, YOU NEED PRACTICE, COACHING AND FEEDBACK.** Your coach will either be Shawn Callahan or Mark Schenk, both regarded as world leaders in helping businesspeople to develop practical oral storytelling skills.

In your coaching sessions, we will **work on finding good stories to tell, figure out ways to make them stick**, and also have you **practice telling your stories** so we can give you feedback. You will receive comprehensive coaching materials, among them a copy of Shawn's book *Putting Stories to Work* and a *Storytelling for Leaders*® workbook.

**Most importantly, we will work with you to prepare for specific presentations and meetings**, to ensure you can tell good stories to influence and inspire. We want to get storytelling into your comfort zone.

When we finish, you will have delivered some outstanding presentations and developed lifelong story skills that you can apply in any context. Just remember to use this new superpower for good, not evil.

## HOW DOES IT WORK?

Story Coaching is a program we offer either **face-to-face or via Skype comprising six one-hour sessions**. In the first session, we will introduce you to the material and understand what you need to achieve.

The next five sessions will focus on finding and telling stories you'll be able to use in specific business presentations.

You will also have three video-coaching sessions where we work on honing specific stories.

If we can come and see you deliver your presentation, we will. Or we will ask you to get it recorded. This is great material for feedback – we want to stay focused on the real live work you need to get done.

## WHO NORMALLY APPROACHES US FOR STORY COACHING?

We've coached people from many different backgrounds and countries. Our clients typically consist of executives and leaders in corporations. Companies we've worked with include Danone, Microsoft, Tesco, Dulux and AXA.

We look forward to the opportunity to work with you to build your story skills.



## WHAT PEOPLE ARE SAYING ABOUT STORY COACHING



*"I'm leading a major restructure and wanted help to engage my team and run a good process. Mark has been coaching me on storytelling to achieve this and it has made such a difference to the way I've done things. My natural inclination is to use logic and, based on past experience, I knew I needed a different approach to achieve my aims... **Mark's coaching has been critical to my confidence and ability to lead this process.**"*

—Jan McCarthy, Ministry  
for Primary Industries,  
New Zealand



*"I had the privilege of working with Shawn over a 3- to 6-month complex change project.*

***Shawn and Anecdote proved to be a pivotal fulcrum point that challenged my perspective on strategy, leadership, communication and, of course, the power of stories.** To say that Shawn is a great storyteller, strategist and communicator is to massively understate what he brings to the table. His true value is his unique lens on life, his alternative perspective, and his limitless reference points from which to gain perspective, insight and inspiration.*

*While our engagement only lasted a short time, Shawn has continued to be a valuable guide, sharing ideas, challenges and experiences – all, of course, through stories."*

—Simon Want, CEO & Strategy Consultant



*"**Taking Shawn's Story Coaching training was actually life altering.** While it was something I did to improve a presentation I needed to make, it turned out changing how I communicated on a daily basis. The tools gained, when applied, are a bit like a secret superhero power. If you want to have more influence, respect and impact, then Shawn has the process for making it happen."*

—Bonnie Leedy,  
School Webmasters

## WHO WILL COACH YOU?



### SHAWN CALLAHAN

After working at IBM on large culture-change programs, Shawn discovered a need for business storytelling. He founded Anecdote in 2004 with the purpose of helping restore humanity to organisations. He has also put his expertise to paper, authoring *Putting Stories to Work*. A sought-after keynote speaker, Shawn travels the world speaking at conferences as well as delivering storytelling programs. Anecdote now has more than 50 partners across the globe delivering its programs.



### MARK SCHENK

Mark has been the Managing Director at Anecdote since 2005. Working together, he and Shawn have created the world's largest business storytelling enterprise. They have developed numerous story programs, including *Storytelling for Sales™*, *Storytelling for Leaders®* and *Making Your Strategy Stick™*. Mark has worked with many large corporations on their strategies, including Allianz, Coca-Cola and KPMG, and he continues to travel internationally to deliver programs and provide expert knowledge to a worldwide clientele.

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