

# STORIES ARE INCREDIBLY POWERFUL

THEY HELP BUSINESS LEADERS:

INFLUENCE  
WITHOUT  
RELYING ON  
AUTHORITY

BUILD FAST  
RAPPORT

CHANGE  
MINDS AND  
INSPIRE  
ACTION

Anecdote's Storytelling for Leaders® program will teach you practical techniques to tap into this power and influence, engage and inspire others—thousands of leaders already have, from Melbourne to New York, London to Singapore.



Anecdote has Partners delivering the Storytelling for Leaders® program in 18 countries across the globe.



# THE SHARING OF STORIES ORALLY IS A POWERFUL WAY OF CUTTING THROUGH.

When we tell stories, people ‘get’ what we are saying—and they remember it. This is the case whether we are communicating informally (which is what we do most of the time) or in a more formal environment such as a presentation.

STORYTELLING  
FOR LEADERS®



Storytelling for Leaders® provides the skills to use story-based techniques to tackle a range of key leadership challenges:

**COMMUNICATION**—how to get your message to stick

**OVERCOMING ENTRENCHED VIEWS**—how to influence people to change behavior

**CONNECTING WITH PEOPLE**—how to quickly build rapport and connection

**INSIGHT AND EMPOWERMENT**—how to understand what’s really going on

**COMMUNICATING STRATEGY, CHANGES AND DECISIONS**—how to connect people with the big picture

**COMMUNICATING BUSINESS VALUE**—the narrative alternative to case studies.

“OTHER PRESENTATIONS WERE DRY AND HEAVY, BUT THE YAMMER PRESENTATIONS REALLY STOOD OUT BECAUSE WE WERE TELLING STORIES VERSUS MERELY SHARING DATA.”—A Storytelling for Leaders® participant describes the way storytelling changed her presentations.

**STORYTELLING FOR LEADERS® IS NOT A ONE-OFF WORKSHOP BUT A COMPLETE SIX-MONTH PROGRAM. IT INCLUDES:**

**A FULL-DAY WORKSHOP.** The workshop is highly interactive as we strongly believe in the power of practical activities to foster learning. Throughout the day you will engage in hands-on activities designed to build your storytelling skills and confidence.

“THE WORKSHOP COVERED A LOT OF TERRITORY IN A WAY THAT COMBINED ANALYTICAL RIGOR WITH A CLEAR AND INFORMAL DELIVERY. I RECOMMEND IT WITHOUT RESERVATION.”

**OUR UNIQUE DELIBERATE PRACTICE PROGRAM (DPP).** This workplace-based program includes six modules, spread over six months, which will embed and enhance what was learned in the workshop. Most of the learning you do will occur in the workplace, during the DPP, rather than at the workshop. The Deliberate Practice Program includes online support, with the opportunity to ask questions and share your experiences at any time.

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