STORY-TELLING FOR PURPOSE
Engaging and compelling an audience for professional impact

What is it about?...
Setting out an organisation's policy and culture can be dull with leaders and managers struggling to engage their audience. Story-telling is the art of turning background, facts and figures into meaningful narratives, often communicating complex and contradictory ideas that would require a huge amount of effort to explain by more rational means. This course looks at the role of stories in shaping organisations and how you can use these techniques and tools in your own management and leadership roles.

Who should attend?...
This workshop would be useful to anyone who needs to inspire and influence others. This includes top executives and managers in the public or private; leaders of teams and groups; sales & marketing professionals; academics and teachers; as well as government officials and those in political careers.

Learning outcomes...
- An overview of story-telling techniques
- An analysis of best case narratives and why they were effective
- Understanding how and when stories work
- Skills for writing of a number of stories
- Skills for telling/delivering stories
- Visual and other aids for story-telling

Benefits...
Participants will become skilled at providing necessary context for their audience and explaining why something is worth listening are vital. They will develop their own personal, team and corporate stories for the benefit of the organisation as a whole in order to motivate and inspire.

Course structure..
- Stories as experience and their powers for indirect influencing
- What makes a good story
  - Characters, plot and message
  - Examples: from Apple and Body Shop to Sony
- Types and uses of story
  - Anecdotes, jokes and longer formats
- The uses of story
  - Team and organisational inspiration
  - Coaching & mentoring
  - Teaching
  - Marketing, PR and selling
- Finding useful stories
  - Personal and organisational history
  - Biography
  - Current events
  - Fiction and future visions
- How to write the story
  - Need, message, source, method of delivery
  - Language, tone, structure, pace, use of facts, dialogue
  - The importance of authenticity