



LEADER AS STORYTELLER

COURSE DESCRIPTION

“Every great leader is a great storyteller.” – Howard Gardner

One of the most overlooked skill sets for modern leaders is the ability to tell relevant, dynamic business stories that inspire employees, attract and retain customers, and reassure investors/shareholders. To that end, this highly interactive, highly personal workshop will help participants build this critical leadership skill.

COURSE OBJECTIVES

Upon completion of this program, participants will be able to:

- Understand how dynamic business stories influence others;
- Creatively employ the fundamental elements of a good story;
- Apply effective storytelling techniques; and
- Craft and deliver the three types of business stories every great leader must tell:
 - 1) Who we are as an organization,
 - 2) Where we want to be (future story), and
 - 3) Who I am as a leader.

For more information – or to schedule a workshop – contact Marathon Leadership® today!



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