

Leader as Storyteller

Course Overview



Course Description

Harvard researcher and author Howard Gardner once observed: “Every great leader is a great storyteller.”

To that end, this workshop is designed to build one of the most overlooked skill sets for modern leaders: the ability to tell relevant, dynamic business stories that inspire employees, attract and retain customers, and reassure investors/shareholders.

Clients sometimes offer this session in conjunction with our *Increasing Your Personal Influence* course. However, it can be offered as a stand-alone session.

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.

Key Topics Covered

This course explores the following in depth:

- Why Good Stories Influence Us
- The Criteria for Good Business Stories
- Business Storytelling versus General Storytelling
- The Elements of a Good Business Story
- The “Who We Are as an Organization” Story
- The “Where We Want to Be” Story
- The “Who I Am as a Leader” Story
- Effective Story Practice and Delivery Tips

For more information – or to schedule a workshop – please contact us today.



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