

STORYTELLING FOR LEADERS™

Storytelling is a powerful leadership tool. Stories build rapport and connection in a way that facts and information do not. When we share stories, we engage the emotions and imagination of others to help them see things differently—and act differently as a result.

Delivered in partnership with The Humphrey Group Inc., this interactive online course will help you use storytelling as a powerful leadership tool. Tap into the stories you have within you and use them to authentically inspire and motivate your audiences.

LEARNING OBJECTIVES

Participants will enhance their ability to:

- Understand the purpose of storytelling and how to use it as a leadership tool
- Use The Story Spine to structure a compelling anecdote
- Identify the right moment for a story
- Use language and classic narrative techniques to hold the room
- Tell their stories with a dynamic and engaging physical presence
- Craft stories in-the-moment for a variety of audiences and situations.

WHO WILL BENEFIT

This course is for leaders at all levels who wish to complement their leadership communication skills with storytelling.

LEARNING EXPERIENCE

Storytelling for Leaders™ emphasizes practical, applied learning. Small groups ensure that all participants have several opportunities to test their learning throughout the program and receive individual feedback from the instructor.

Date: November 2020

Program Delivery: Online

Commitment: 7 hours

Investment: \$975

This course will be led by experienced professional consultants from The Humphrey Group, Inc. Please visit the Humphrey Group's website for details: thehumphreygroup.com

COURSE CONTENT

I. WHY TELL STORIES?

Explore how to use storytelling as a leadership tool, including when and why to use it and how to tap into your unique stories.

II. CREATE A STORY SCRIPT

Every story has a message—know yours.

Create a story in five sentences using The Story Spine and elaborate your story spine to suit the audience and the opportunity.

III. USE LITERARY LANGUAGE

Draw on classic storytelling techniques to guide your audience through the story, using descriptions to paint a picture, creating your own metaphors.

IV. TELL YOUR STORY WITH PRESENCE

Learn to tell stories authentically by building on your strengths: Develop your voice to convey emotion and use your body to tell the story.

V. PUT STORYTELLING INTO ACTION!

Identify opportunities to tell stories in-the-moment.

Select a story to suit your objective.

Weave stories into conversation with three simple strategies.

VI. CONCLUSION

Where will you incorporate storytelling?

Tools for sustaining your learning.

GRANT FUNDING

This program could be eligible for grant funding that can cover up to 2/3 of the program costs. An Executive Education team member can help you bundle courses to meet the minimum hours needed for eligibility.

For more information: execed@haskayne.ucalgary.ca

Register online: haskayneexeced.ca

REGISTER NOW

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