**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 intensive online program 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.

**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:** April 2022
- **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](http://thehumphreygroup.com)

*Program schedule and content is subject to change. Please visit haskayneexeced.ca the most up-to-date program information.*
COURSE CONTENT

I. April 28, 2022:
   Welcome and Program Introduction
   Begin building the skills to communicate powerfully in all virtual media.

II. May 5, 2022: Live Session 1: Find your own Stories and The 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.
   Session 1: Online prework module: Storytelling as a leadership communication tool

III. May 12, 2022: Live Session 2: Sharing your story
   Draw on classic storytelling techniques to guide your audience through the story, using descriptions to paint a picture, creating your own metaphors.
   Session 2: Online prework module: How to tell a compelling story

IV. May 16, 2022: 1:1 Coaching
   During these 30-minute coaching sessions, you will receive personalized feedback on your message and storytelling presentation skills.

V. May 19, 2022: Live Session 3: Storytelling in the Moment
   Learn to tell stories authentically by building on your strengths: Develop your voice to convey emotion and use your body to tell the story.
   Session 3: Online prework module: Storytelling in the moment

VI. Self-directed sustainment
   Participants can access online self-learning modules for one year following program completion.

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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