



“The Corporate Story Teller”

The Value of Storytelling In the Workplace

This practical workshop looks at all aspects of creative story-telling in an organization not only from a leadership point of view, as a means of getting strong strategic messages across, but also from an organisational viewpoint, where employees sharing their stories can create a culture where people feel connected and are given purpose particularly in uncertain times.

It also provides an opportunity for participants to understand more about their own personal impact, offering practical skill building in engaging audiences, impromptu speaking, strong stance, use of gesture and voice to get the message across with clarity and strong presence.

Research has shown that in Australia influence is as much about trustworthiness, respect and “likeability” as it is about credibility. (Australian Archetype Study, Telstra 1993)

For a leader, stories not only personalize and give clarity to the message, but also provide an opportunity for the listener to connect on a far deeper level with the values and beliefs of the leader and the organisation. This is the first step to building trust and relationship, whether with employees, peers, or customers.

Stories are a powerful way for leaders to motivate a shift in the way we think, feel and behave.

For an organization, the sharing of stories enable employees to form connections on a deeper level than they normally would in these times of fast pace and uncertainty.

“When you learn about shared values and listen to stories of your team’s life experiences, you connect on a deeper, far more meaningful level- and the results are powerful. Your team and people throughout the organization work together better, become truly committed to one another, and are able in turn to serve your customers more effectively. That’s why one of the most potent applications of Story telling is team building.” Evelyn Clark

Areas covered include:

The Value of Transparency:

- Why story telling works: Understanding the pattern and structure of narrative.
- **“What’s Your Story?”** Connecting to purpose through personal stories: Why do you do what you do? A leader who communicates at this level shares their values and beliefs and this builds trust, laying the foundation for influence particularly in difficult times.
- **What’s your Company’s Story?** Saying your company provides “exceptional customer service” or makes “value-added products” doesn’t inspire because your competitors say and do the same. What’s a story that digs deeper and reflects your company’s core values and ideas and defines your company and its personality?
- **Strategic Stories:** How to use personal stories and metaphors to deliver powerful statements of strategic intent to influence others during times of uncertainty and change.
- **The Use of Stories and Critical Conversations in the Workplace:** How to put in place a structure within your organisation to provide an opportunity to encourage your employees to not only share some of their own personal stories of achievement to bond teams but to also isolate stories related to issues in the workplace and with customers which you can tap into to get a stronger sense of what is really happening “on the floor”.

Personal Skill Development:

- Understanding the fundamentals of engaging an audience.
- Impromptu Speaking: Developing the ability to think on your feet without prompts.
- Self –awareness when presenting to groups
- Understanding the impact of non-verbals in communication
- The ability to utilise stance to centre performance and to manage emotions in self and others
- Breath control, voice projection, improving vocal tone and articulation
- The ability to project authority and assertiveness through vocal control.
- Managing nervous energy
- Creative use of props, PowerPoint and other media to assist in telling the story

Training Methodology

The training session(s) will draw heavily on a series of enjoyable yet challenging interactive activities, using **experiential learning** techniques, individual performance practise and personal coaching to highlight behavioural issues related to the way we communicate and to assist in bedding down skills.

Most of the learning activities draw on the fundamental techniques that actors use to develop self-confidence in expressing themselves, self and social awareness of ones impact, and emotional self-management. They allow the participant to experience more “insightful moments” when developing new skills.

Reflection

Participants will be given ample opportunity throughout the session to reflect on their responses to learning, practical experiences and relevant applications of material and skills introduced.

Written Materials/Keeping a Record

Theory and written materials will be provided in a participant workbook, which will also provide specific areas for participants to keep a record of responses to activities and allow them to develop an action plan.

Video Feedback

Video is used to record interactive portions of the session, providing powerful and immediate feedback for participants to reflect on and to begin the action plan process.

Scope:

Sessions can be tailored to the specific needs of a group or organisation and can include all or specifically chosen elements from the above. The sessions can be delivered as a stand-alone workshop of a half day, one or two full days duration, or broken up into a modular format and inserted into leadership development programs.