



Using Stories to Engage and Inspire Others

Stories have been told over the ages to pass on history and culture. And now stories are also regarded as an element of organizational and commercial success; particularly as employees and clients demand a link to purpose and meaning.

Woven into every great advertisement is a story. That's because stories sell and build reputation.

This workshop demands energy and full engagement from its participants, as you will be practicing telling stories from the outset of the session; putting into practice different styles of stories as well as receiving feedback on how your stories and storytelling persona come across to your peer group and facilitator.

Who would benefit from this workshop?

Leaders of all types earn their followership. Internally, within organizations, leaders tell stories to connect with and inspire employees. Externally, stories are told to provide brand experience and brand association. People are drawn in, wanting to become a part of this story.

If you lead people, then this workshop is for you.

What will I do?

You will cover:

- gaining a solid understanding of why you tell stories; both from a neurological perspective as well as from an organizational and commercial perspective
- exploring the building blocks, tools and techniques of compelling stories, requiring introspection and reflection
- learning how to embed a storytelling culture in your customer-facing team, to win hearts and minds and to gather brand allegiance

What are the outcomes?

By the end of this workshop you will have:

- investigated different types of story and how to construct them
- created and told at least one personal story that will help you make an impact and strengthen your client relationships
- been recorded delivering your story to your peers and reviewed it to improve on it
- received feedback from your facilitator and your peer learning group
- experienced an array of stories through video, audio and others in your learning group
- appreciated different types of stories that promote organizational purpose, sales strategy and commercial success



How do I prepare?

- Keep a small notebook with you over the weeks prior to this workshop.
- Note down types and topics of stories that you tell and that you hear at work as well as stories in the media.
- Capture the popular stories that have been told and retold (by you and others) during your childhood, in your family, amongst friends and at dinner parties.
- Bring your notes with you to the workshop.

Who is iOpener Institute for People and Performance?

We develop people and organizational performance through the power of happiness at work.