

American Management Association's Storytelling for Exceptional Leadership

Learning Objectives

- Tell the Story Like You Speak–Natural and Relaxed
- Make It Personal and Easy To Relate To
- Keep It Concise–Omit Unnecessary Detail
- Be Honest and Transparent
- Tie the Story To the Purpose of the Event

Leadership Through Storytelling

- Identify the New Methods of Leading Through Storytelling
- Describe How to Lead Through Leadership Storytelling
- Describe the Differences Between Impact and Influence

Designing a Strong Story

- Apply the SPAR Model of Storytelling
- Practice the Techniques for Storytelling

When and How to Use Storytelling

- Identify When to Use Storytelling
- Describe the Elements of How to Tell a Story

Story Origin Resources

- Identify Where Stories Come From
- Describe the Six Types of Stories

Storytelling Hints

- Identify the Best Practice Hints For Being a Good Storyteller
- Describe the Advantages of Storytelling in Leadership

Putting It All Together

- Create a Story Using My Story Grid
- Create Future Repository of Stories Using All Learned Tools