

# 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