



# **Not The Bored Room!**

## **Strategic Storytelling in Organisations**

# **HOLDING COURT!**

**Team Training Workshop for Developing Storytelling Skills  
in Leaders, Managers, Facilitators, Trainers, and Change Agents**

**Storytelling is the art of influence, an essential skill for  
leaders from all walks of life and with any title who desire to  
communicate more creatively and persuasively. Learn how to engage audiences,  
influence attitudes and behaviours, inspires changes, motivate actions, and touch  
hearts and souls**

***“There can be few talents more important to  
managerial success than knowing how to tell a good story.”***

Michael Hattersley, Harvard Management Up-dates.

**In this highly interactive one-day skills  
training workshop participants learn:**

- ✓ To differentiate between storytelling and other forms of communication.
- ✓ The key elements of all stories – what makes a story a story?
- ✓ The essential skills of storytelling – creating interesting and coherent storylines; developing captivating characters; describing evocative story settings.
- ✓ The different kinds of stories – anecdotal, biographical, historical, and metaphorical – and how to apply them for different purposes.
- ✓ To create new, original, and compelling stories to achieve various business objectives.
- ✓ The characteristics of great storytellers in organisations.
- ✓ Where and how to find stories for use in business.

***“Stories constitute the single most powerful weapon in a leader’s arsenal.”***

Howard Gardner, Harvard educationalist, originator of the concept of multiple intelligences, and author of *Leading Minds*.



**Facilitated by Big Chief Talking Bull aka Peter Christie  
The world’s most experienced strategic storyteller**