



A workshop on storytelling: Devising stories to engage the audience

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Your Need As We Understand

Background

Tata Sky Limited ('Tata Sky') is a joint venture between the Tata Sons and 21st Century Fox. Incorporated in 2001 and launched services in 2006, Tata Sky is India's leading content distribution platform providing Pay TV and OTT services. With the objective of connecting to the best content in the world on any budget, any screen, anytime and anywhere. Tata Sky was the first to launch multiple products and services that redefined the subscribers viewing experience in the country. The company is headquartered in Bangalore with approximately 6000+ employees pan India.

Situation

The target audience includes approximately **45 people** in the **Customer Operations** vertical (which consists of approximately 143 team members). They're described as the 'skin' of the organisation because they are the first point of contact for the customers. The vertical is split between executive and C – Suite level leaders. This particular intervention is for the M4 and M5 employees, i.e. middle & senior management. Their age group varies from 25 to 35 years and experience in the company varies from 3 months to 10+ years.

Problem

On the basis of observing various presentations and status updates made by these leaders, the HR identifies few areas of improvement. While they are technically proficient and great in their respective job roles, addressing these gaps might need going beyond their comfort zone. For example:

- Engage and appreciate the audience; tailor the content accordingly
- Delivering the presentation like a powerful and impactful story to the leadership or small / large groups
- Preparing a well structured & cohesive presentation with a logical flow of thoughts
- Dealing with nerves and lack of confidence

Implication

From the management perspective, these gaps sometimes lead to waste of time and effort as work needs to often be repeated when not delivered comprehensively. From the employee perspective, these gaps also hold the leaders from reaching their own next level. There is lag in the customers' experience as well.

Need

TATA Sky wants Maynard Leigh to facilitate a learning program for these individuals to support them in this path of bridging the above mentioned gaps. They imagine this to be a unique solution, which is experiential and not simply off the shelf. They aspire their leaders to be able to analyze faster and present better.

A snapshot around stories and their connection to business

What is a story?

- Stories have:
 - A beginning, middle and end
 - Characters and action
 - Tension, suspense or obstacles
 - Insight, transformation, resolution
 - Lesson or call to action

Why use stories?

- Create shared vision and strategic plans
- Communicate values; teach people how to make decisions
- Create self awareness and inspire behaviour change
- Increase acceptance of new ideas and change
- Teach the business; “pass the baton”
- Remind people of their own strengths and resources
- Stimulate creativity and innovation
- Build morale, commitment and community spirit
- Orient new employees
- Differentiate organization from its competition

Why does stories work?

- Speaks to both parts of the brain
- Engages people’s hearts as well as minds
- Evocative language
- Reinforces company culture and values by spreading the word (legends)
- Counterbalances the ‘horror’ stories.
- Engages people’s interest and curiosity (as preparation for learning
- Illustrates issues in a way that people can see the practicalities

Why stories are powerful?

- Our behaviour is the product of the stories we tell ourselves, based on our past life experiences; New stories can help us step out of our sometimes limiting old behaviour patterns. Stories can bypass conscious resistance to new ideas and increases receptivity to subtle change messages.
- Stories initiate either conscious or unconscious Trans derivational Searches (TDs) for forgotten personal knowledge or resources, increasing our perceived options and flexibility in the present.
- The mind customizes the story to the listener— allows them to connect to their own stories

Types of stories

- Cultural stories-what creates success in the company, current reality and future trends, how decisions are made, what happens when someone ‘breaks the rules’
- Anecdotes about other people or imaginary characters
- Universal experiences
- Unfinished stories
- Guided visualizations and group stories
- Fairy tales, fables, myths, proverbs, poems
- Oral histories of projects or organizations
- Good news-Bad news stories
- Stories of overcoming great odds, upholding values despite the cost

An Idea

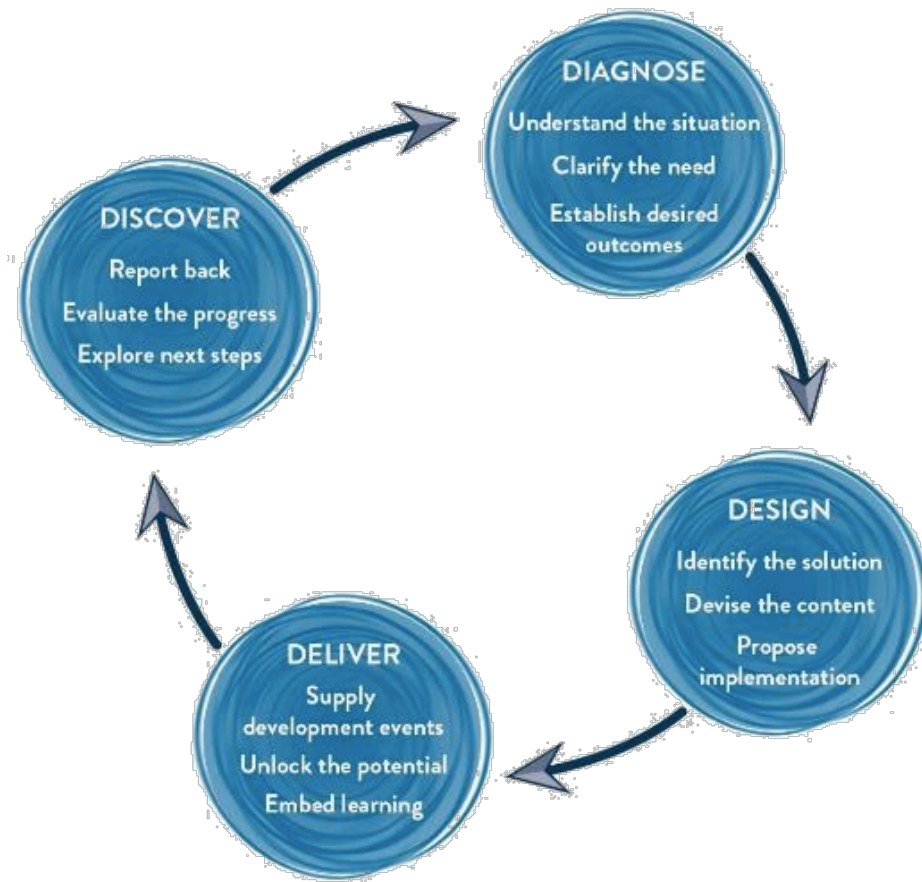
People don't want more information. They are up to their eyeballs in information. They want faith — faith in you, your goals, your success, in the story you tell. We use the theme of story-boarding throughout as it is increasingly clear that communications and presentations are most effective when it taps into people's natural receptivity to messages as stories.

In order to get these messages across with impact, people will need to understand their audiences and build productive relationships. Everybody loves a story. But, so often in the business world, the thought is that stories just belong at home, or to the children, or to the pub on a chilling winter night. In fact, the opposite is true. The stories we tell in business, to our clients, teams, people and to each other are amongst the most powerful means of communication available to us.

Our stories can describe a situation far better than facts ever could. Our stories can take us to the heart of an issue quicker than explanations. Stories inspire and motivate more effectively than theories and goals. Stories bind business relations together and can create insight, understanding, empathy and meaning.



Our Approach



We would start with a further **diagnostic** conversation with target audience, their managers, stakeholders, HR partners. We then use creative ideation to help **design** experiences delivered using theatre methodologies in the workshop, along the lines indicated in this proposal.

The experience for the leaders would be **delivered** by an experienced MaynardLeigh facilitators. We pride in creating unique experiences which would help the team connect back to their behaviour's at work and otherwise.

We would recommend a **discovery meeting** with you after the workshop has been completed in order to feedback the themes and issues that were uncovered.

Methodology

We use Interactive theatrical exercises along with Psychological and L & D tools

Our Approach | Diagnosis



Once we have a further conversation with John and close the mandate, we propose to share a curiosity sheet with you. All the combined inputs from your answers will be incorporated into the design and make it more relevant.

This is how some of our questions look like:

1. Organization structure and organogram of the target audience
2. Their job descriptions, current work flow and what their day looks like, platforms used to share information with each other, etc.
3. What's working – areas of strengths, challenges, etc.
4. Expectations from the workshop
5. Gathering examples, anecdotes and situations relevant for the workshop

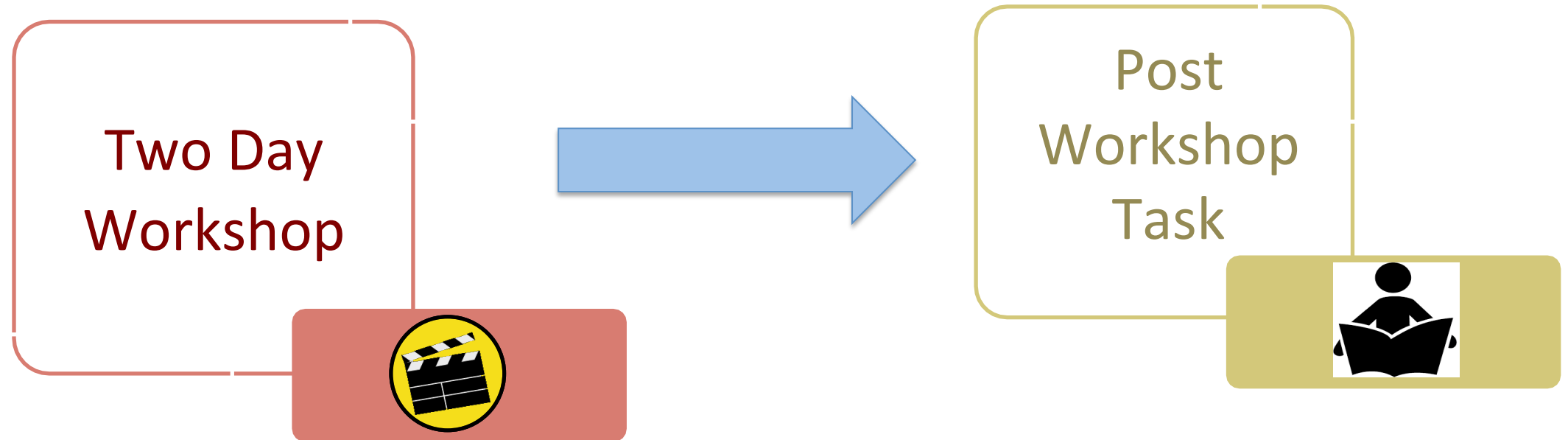
Our Approach | Design



Design Customization: The consultant will design the final objectives and customize the content of the learning intervention. Modules of the workshops are designed, activities are mapped to the group's needs, new handouts are drafted based on the content.

Design Presentation: The final objectives and design of the learning intervention are presented to the learning partners/stakeholders via skype/call/in person.

Tentative Storytelling Journey



Tentative Learning Objectives | Through attending this event, participants will:



Think:

- I am aware of the impact of stories on others while making presentations
- I can adapt different ways of engaging and influencing others through stories
- By using visual, auditory, tactile aids, I can be experiential while telling stories
- My communication impacts my results - I need to prepare and structure my thoughts before an important interaction
- I need to anticipate the challenges, feelings and the reaction that my message can have on the audience
- Creative structuring are a key to memorable presentations



Feel:

- **Empowered** in adapting to a creative approach
- **Comfortable** to evoke feelings in the audience and actively engage them in the telling of the stories
- **Developed** to weave stories in presentations that have the desired impact
- **Capable and assured** to influence outcomes of meetings/discussions/presentations



Be more able to:

- Create a clear and unambiguous purpose and set the tone right
- Identify, and experiment with, ingredients of story telling
- Engage the audience, persuade them to think/feel and act the way I want and build rapport
- Increase the level of retention & acceptance of their message in the audiences mind
- Prepare and structure my thoughts/flow of the meeting/presentation
- Change my style of delivery depending on type of target audience

Tentative Workshop Design | Day 1 | (Max 15 participants per batch per consultant)

Narrative	Session Title	Session details	Methodology
Introduction to course Context	Welcome	Welcome Maynard Leigh & facilitator’s introductions (in format of story) Story Cubes: As a group participants tell story of your first day at work using story cube images. Brief Encounters: <ul style="list-style-type: none">What’s the story of your name?Do you remember any stories you heard as a child?	Facilitator led
Why are stories important?	Context setting	How people connect with stories. Only humans tell stories; What is the relevance of stories in the business world?	Space for experiment, try new things and just play
What was impactful? When were you most engaged?- the story itself and the telling of it.	Stories of the EU referendum	10 minutes of preparation, 3 minutes of presentation	Participants divided in groups
Empowered in adapting to a creative approach and giving presentations a logical structure	Structure of story	Inverted pyramid and story spine. Story boarding from drama - scripting world	Participants present
Use visual, auditory, tactile aids for experiential storytelling to actively engage the audience	Engagement	In one minute each participant will have to do something to engage the participants in what they are doing. This will be done in the style of ‘India’s got Talent’.	Participant led
Clarity of think , feel and what will my audience do (ACT) and taking responsibility for ensuring that the message lands and bring congruence in body and words	Communicating with Purpose	<ul style="list-style-type: none">Defining the purpose and desired outcome of a presentation/speech/pitch/meetingExtending the range of expression - vocal variety and body language - to affect your objective and taking responsibility that it lands on the audienceA short section of original vignettes/scenes focusing on specific purposeFeedback & coachingOverall purpose and moment to moment purposeExploration of emotional content of speeches and range of emotional colors available to each person	<ul style="list-style-type: none">Scene workRehearsalsCoaching in creative partnership
	Preparation	Brainstorming, visuals/props, rehearsals, another group video records and gives feedback Homework Presentations	11
Final Presentations & feedback	Homework	3 minute of final performance and 1 minute of feedback	Participant Presentations &

Tentative Workshop Design | Day 2 | (Max 15 participants per batch per consultant)

Outcome	Session Title	Session details	Methodology
A quick sharing of takeaways from the first day.	RECAP & Warm Up	<ul style="list-style-type: none"> Review learning points of the course Warm Up 	
Awareness of what works and what needs Improvement People notice the impact everywhere	ON-OFF Modes & Masks	ON = When you know you're being seen and having to represent your personal brand. OFF = Those unguarded moments when you are being watched and you're not aware of it. Masks - Holding on to our individuality and being appropriate to people around us.	Leader & participants offer insight
How confidently can we talk about our company? How aware are we about our organization?	One minute story	Each person does a one-minute story: Imagine you are in a lift with a potential client who asks you the question: 'What's special about you and your company'? "What's distinctive about me and my company's offering?"	Done Individually
We all deal with nerves during presentations and it is important to build confidence within ourselves	Building Confidence	It's not only about WHAT we communicate. It's also about HOW we communicate. Preparing all your resources to create a Personal Impact – MIND – Centering Technique and building awareness BODY – Preparatory exercises for keeping the energy flowing BREATH – Taking care of anxiety VOICE – Helps in pitching with impact, and; EMOTIONS – Supports in getting along with variety of people	Practical exercises Participants practice
Exhibiting high self esteem	Status	Mind-body-breath are connected. Any one of these affects the other two. Just changing your body, voice, eye contact, pace, can affect the level of confidence you feel. Just learning to tweak these can make you a status expert.	Role Plays.
Capable in influencing outcomes of meetings/discussions. Comfortable in influencing people and teams; Building rapport with stakeholders.	Chemistry (Using Meeting Simulation)	Attention-Choosing where to focus.Focusing attention on the other person or people. Interdependence-Working creatively in partnership and collaboration with others.	Facilitator psychodrama Participant exercises
Cementing learnings from the workshop plus putting them into practise	Homework Task	Storytelling homework; A creative presentation on takeaways from the two days.	

Sustaining the Change | Post Workshop Task

We want the participants to have tangible takeaways and be able to implement them. Therefore, this homework task will be about them practicing storytelling after the workshop.

They will be expected to look for a platform for the same and also use tools and techniques discussed during the workshop. We advise them to involve their manager or stakeholder in the process and practice building more effective and powerful stories.



Things Required at the Venue

For the workshop, we will need the below mentioned:

- LCD **projector** and projection screen
- UPS **Power Back-up** for Laptop, LCD projector & Laptop speakers
- **External speakers** (for laptop connectivity). The external speakers should be loud enough to play music for the team.
- **White board** & White board markers (2 blue, 2 black, 2 green)
- **Flip chart** and Flip chart stand with suitable clips
- **Colour pens** (Normal sketch pens - about 40)
- **Notepads and pens** (for participants)
- **Blu Tac** (This substance is used to stick things, posters or paper on the wall)
- 30 A4 Size normal and **drawing sheets**
- 2 tables for the consultant(one will be used for the projector and the other for keeping the handouts)



Room Layout



We love alternative ways of setting up a workshop! Creating an atmosphere where the participants feels absolutely comfortable and yet challenged. In this workshop, the use of theatre, team games and experiential methodologies are essential ingredients, hence we'd require ample place to move around and make noise.

Please book a space with ample natural light (Yes, we want sunlight streaming in) and no fixed furniture for the participants to work with one Maynard Leigh consultant.

Discover



A one to one meeting with HR stakeholders to take feedback on the intervention and how it was received and next action steps.

Tentative Commercial Investment

<u>Diagnose & Design (For the whole Intervention – ONE TIME COST)</u>		
Half – Day Design	INR 46,000/-	
<u>Delivery (for each batch of 15 leaders)</u>		
Activity	Investment	
Professional Fee for Delivery	INR 75,000 per day per consultant X 1 consultant X 2 days	INR 1,50,000/-
Learning Material, Folders, Certificates	INR 250 per participant X 15 participants	INR 3,750/-
Total Investment for 15 leaders (1 batch)		INR 1,53,750/- **
Total Investment for 45 leaders (3 batches)		INR 4,61,250/- **
Total Investment for 45 leaders (after 10% discount)		INR 4,15,125/- **
Total Investment per participant		INR 9,225/- **

****Total investment doesn't include diagnosis and design one – time cost**

Commercial Terms & Conditions

- Client is responsible for providing venue, conference facilities, AV equipment.
- Travel outside Delhi NCR - Air, stay & airport/ venue cab transfers to be taken care by the client.
- Travel inside Delhi NCR - at Rs 12.00 Per Km.
- Not inclusive of applicable taxes (GST @ 18%)
- A commercial contract will be signed before the execution of the project.
- 50% of cancellation fee will be charged on any cancellation or postponements that occur within 3 to 20 working days of the confirmed date of delivery.
- 100% of cancellation fee will be charged on any cancellation or postponements that occur within 0 to 2 working days of the confirmed date of delivery.
- The above commercials are valid till the 31st March 2019
- Contracts, legal & accounting paperwork (including billing & payments) will be in the name of “Life Strategies Humancare Pvt. Ltd.”

Next Steps



- **Vendor Empanelment:** Since we are working with you for the first time, let us initiate vendor empanelment at the earliest.
- **Contracting and PO:** Once we close on the vendor empanelment, let us close on the contract and PO.
- **Diagnose** - We'd like to begin the diagnosis phase to clarify the need and establish the learning outcomes.
- **Book:** Let us block the dates for the Diagnosis and Design right away so that we have consultants available for you.



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Consultant Profile

BHARAT BABBAR

Bharat carries with himself a decade's worth of experience as a facilitator.

To quote (and adapt) J.R.R. Tolkien; "One Ring to rule them all, One ring to find them; One ring to bring them all and in **the light, release them.**" In Bharat's case, the "One ring" is synonymous with stories. His and yours. He believes these stories are powerful reflections of ourselves, where we find clues about what's working brilliantly for us and what could be better. Seeking these stories has led him to some very interesting places and profound experiences.

From teaching acting at The Barry John Acting Studio in Delhi & Mumbai, working with youth at a juvenile detention facility for a NGO called STEP, to remote towns and villages in Chattisgarh – a project done in association with UNICEF, exploring conflict-resolution at various camps in a region torn apart by the conflict between the Indian army and Naxalites, to making films in Los Angeles, working in collaboration with people from around the world, to behind the camera at the IIFA Awards!

Bharat is from a business family in New Delhi and holds a Bachelor's degree in Commerce from Delhi University. He's taught acting at the Barry John Acting Studio for four years and has acted in numerous plays, films, TV and commercials.

Clients appreciate his ability to create a dynamic and collaborative environment, where they explore and challenge boundaries of peak performance together, create a space to practice and rehearse, come up with practical ideas and practices that can then be applied to the workplace to achieve measurable results. Bharat has worked as a performance coach with many individuals and teams, facilitating their journey towards being impactful, collaborative, trusting, empathetic, creative and dynamic!

His regular clients include RBS, MaxLife, Cognizant, Ernst & Young, McKinsey, Coca Cola, Pearson, John Deere, Macquarie, Sterlite, Muratec, Penguin Random House and many others.



Let's work in partnership to create impact & unlock potential!



For further information please connect with:

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