



IMPACT & INFLUENCE THROUGH STORYTELLING

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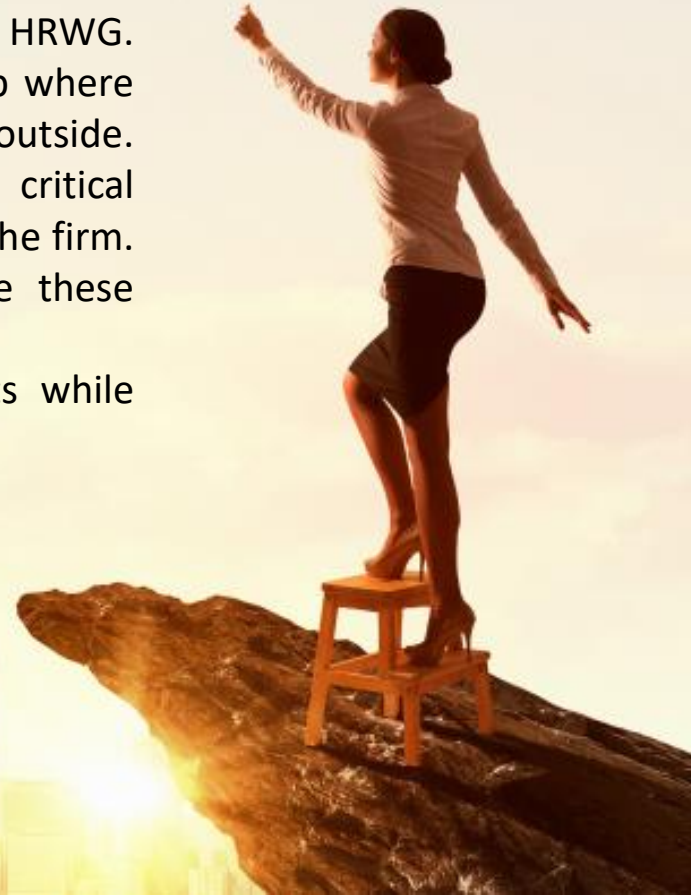
THE MANDATE

03

The Situation

Our target group constitutes of nine HR heads belonging to the HRWG. They belong to the age group of 45-50 years. It's a mixed group where few of them are homegrown whereas some have joined from outside. This bunch holds a crucial responsibility of disseminating critical information between various stakeholders and the employees of the firm. To polish their communication skills, the company would like these leaders to:

- To pay attention to the narrative and performative aspects while communicating.
- Structure & articulate their messages effectively
- Be able to share their point of view
- Influence stakeholders and business partners with conviction
- Be able to look at the bigger picture while making decisions
- Be able to voice their concerns.



The Problem

Our target audience hold a critical role in the internal communication process of the company.

- They are responsible for high stake information dissemination for which their impact and communication skills need to be at point. This high stake information, if misread/misinterpreted might cause chaos in the organization
- As a team they are also expected to contribute and voice out there opinion while suggesting new policies

The Opportunity

The firm wants to take proactive measures in improving the quality of communications that our target group is responsible for. So that these leader are able to

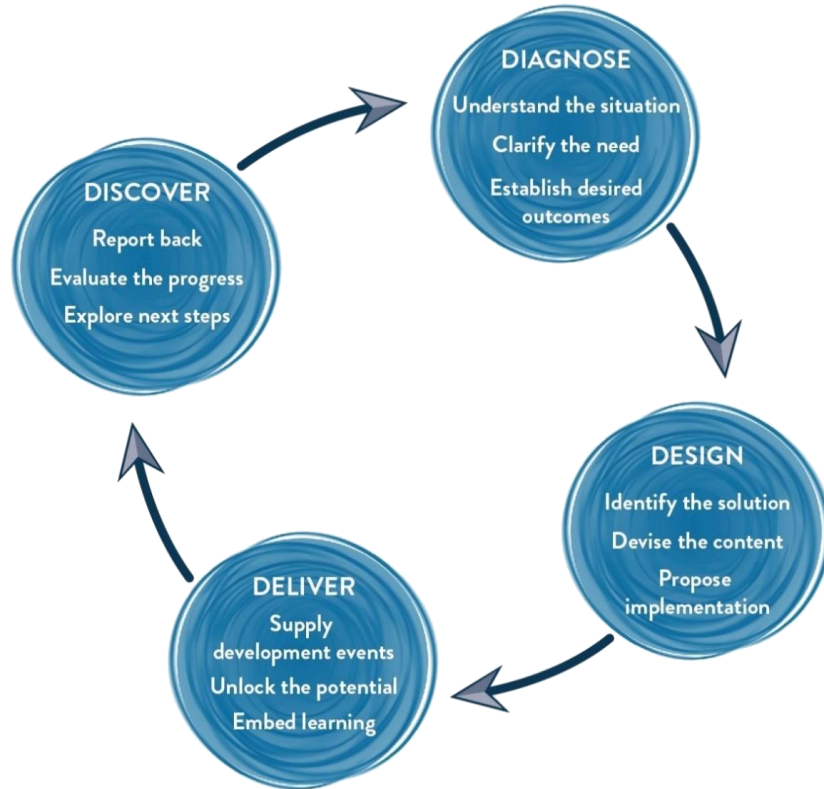
- Have an impact on the stakeholders.
- Seeing the bigger picture, work together to make vital decisions
- Translate the actual essence of the messages using storytelling
- Talk with conviction while interacting with business partners

The Need

Maynard Leigh Associates India is expected to create a transforming and energizing experience for the target group providing them with a space to discover their impact and to build on their communication skills using storytelling. This experience will help them realize and reflect on the gaps that might be preventing them in achieving their own potential impact and that as a team.

THE APPROACH

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The **Methodology**

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

THE DIAGNOSIS

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We propose to also spend one day on a call or meet few target participants and stakeholders. All the combined inputs will be incorporated into the design and make it more relevant.

We would need information on:

1. Their current work flow and what their day looks like
2. What kind of communication do they engage in?
3. Where would they rate themselves/ target group on the ability to communicate effectively? What's working? What could be better?
4. What are the challenges faced by them while communicating with various stakeholders?
5. Their perspective on the team dynamics- what would they like to see happen?
6. What are their expectations from the workshop?
7. Gathering examples and anecdotes relevant to the workshop





Post the diagnosis, we get into the design phase of the learning intervention.

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 examples, new handouts are drafted based on the content.

TENTATIVE LEARNING OUTCOMES

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The objectives are based on **think + feel + act = performance**

Based on research done in instructional design that points to the fact that wholesome learning occurs when cognition (thinking) aligns with emotion (feeling), which then need to align with the sensorial or kinesthetic (new actions or what a person does differently after experiencing the learning)



- The ownership of how my communication is received lies squarely on my shoulders
- I am aware of myself as a communicator and the impact this has on all my stakeholders
- Personal stories are an effective way of inspiring confidence in people
- Impact and influence are reciprocal – I will be able to move others only if I allow myself to move



- Connected to my audience / stakeholders and my own compass at the same time
- Confident about my ability to move people through my stories
- Responsible and accountable towards what / how I communicate



- More able to communicate with courage as well as consideration
- More able to use my whole self (body, being and breath) for impactful communication
- Purposefully tailor my communication to create impact and increase influence
- Use storytelling while communicating vital information

TENTATIVE DESIGN FRAMEWORK

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Clarity

Beginning with clarity of purpose for oneself. What is the larger picture? Why do I need to say this?

Conviction

Building conviction within myself. Playing Devil's advocate, anticipating questions and then bringing my whole self in to my communication

Connection

Striking a chord with the audience, striking a balance between courage and consideration. Communication is a 2 way street

TENTATIVE DESIGN –Day 1

1 consultant with 9 participants

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Narrative	Session Name	Session Details	Methodology
CLARITY			
Starting the day on a playful and energetic note	Walk through landscapes	The group goes on a walk, through various imaginary landscapes landscapes	Theatre Game
The facilitator introduces themselves and paints the canvas of what the workshop will be about	Context setting & Introduction	Facilitator sets the context for the day. Defining the Purpose, Principles, Format & How to approach the course.	Facilitator led introduction
When we have to take decisions, are we present to ourselves & the situation, how do we communicate, are we looking at each other, do we consider intuition & analysis both, what all do we consider ?	Survival Scenarios	A simulation being created where it's about the survival in extreme conditions. Two groups of 4-5 each are trying to achieve a certain target .	Experiential group activity
How do the participants add value because of who they are and what they have to offer.	Character Clarity	We Explore: Why you? What's your point of view? What are your opinions. What's the point of you? What's your purpose. Where do you take a stand? Participants prepare a point of view presentation(what do I care about? What is important to me?) and then receive feedback	Individual presentations.
The participants will be sure of the values they believe and communicate	Value Story	Values Exercise & Values Story A worksheet is handed over to the participants enlisting distinctive values. They tick values and get down to 4-6 key ones. Then tell a story of one of them in action.	Story telling
We move from the individual to the collective	Ownership	Participants are brought in a world where they imagine they are on a ship owned by them and establish different roles they would take. From there we take them through a journey of different circumstances all leading to questions about collective alignment and the ownership they take at work	Theatre game

TENTATIVE DESIGN –Day 1

1 consultant with 9 participants

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Narrative	Session Name	Session Details	Methodology
CLARITY			
Exploring styles of communication	Duck vs Swan	The group goes on a walk, through various imaginary landscapes landscapes	Group work
Clarifying purpose and connecting it to personal stories	The Purpose of stories	An exercise in basic story telling vs purely transactional communication and understanding why stories are powerful and how they can be used in the business context	Group Discussion
CONNECTION			
Just as a story is incomplete without an audience, any communication is impossible without a listener. How much do we really listen?	Human story books	Participants pair up and become a “book” This is an exercise in story telling and listening. The book only reveals itself through the questions the “reader” asks	Storytelling
Curiosity is a key ingredient of building chemistry with one’s audience	The power of questions	Listing the possible array of types of questions we can possibly ask.	Group Discussion
Closing the day with a recap of our learning	Closing & anchoring	Taking an imaginary object from the gift well – a metaphor for our learning	Group visualisation
	Home reflection	The participants will have some homework 1) Change your connection impact with someone 2) Think of 1 thing that you believe in strongly	

TENTATIVE DESIGN –Day 2

1 consultant with 9 participants

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Narrative	Session Name	Session Details	Methodology
CONNECTION			
Beginning the day with play	Neutral Bench	An improv theatre exercise in which the players throw each other in unique situations and then respond through active listening	Theatre exercise
We take off from the previous day with a rigorous exercise in active listening	Yes and-ing	The participants experiences in 'no-but' yes-but' and yes-and. This is followed by a group discussion on yes-anding and its role in daily life communication	Pair work
Striking a balance and reaching assertiveness	Courage & Consideration	The group practices regular daily life role plays in the context of balancing the courage to state one's own opinions and consideration towards the other	Role Plays
CONVICTION			
Diluting our beliefs and still retaining our compass	Devil's advocate	Speaking about our own absolute beliefs while being our own Devil's advocate	Pair work
Using our entire being to communicate the material we believe in	Body being preparation	Exercises in channeling the body and breath in order to create higher impact	Theatre exercises
Preparing for the real world	Final Pitches	Putting it all together in to practice – a 2 minute pitch	Individual presentations
	Closing and action planning	<ul style="list-style-type: none"> - Creating a unique action plan for yourself - Entering the plan on the Progress It tool in order to keep track on needle movement 	



ProgressIt® (Kirkpatrick L3 Evaluation)

is a powerful on-line support system that provides follow through after a course, a workshop or learning event. We use this innovative service to:

- I. Finalize three goals which the participants will work on, on the basis of the bottom 3 competencies in their PI Profile.
- II. Show line managers what their colleagues have learned and report on the business results from their new learning
- III. Enable Human Resources departments to offer evidence of specific business gains stemming from a particular learning experience.
- IV. Assign supporters to these participants who will give feedback for a period of nine weeks.

ProgressIt® tackles these with a **nine-week** support service and a report at the end summarizing progress.

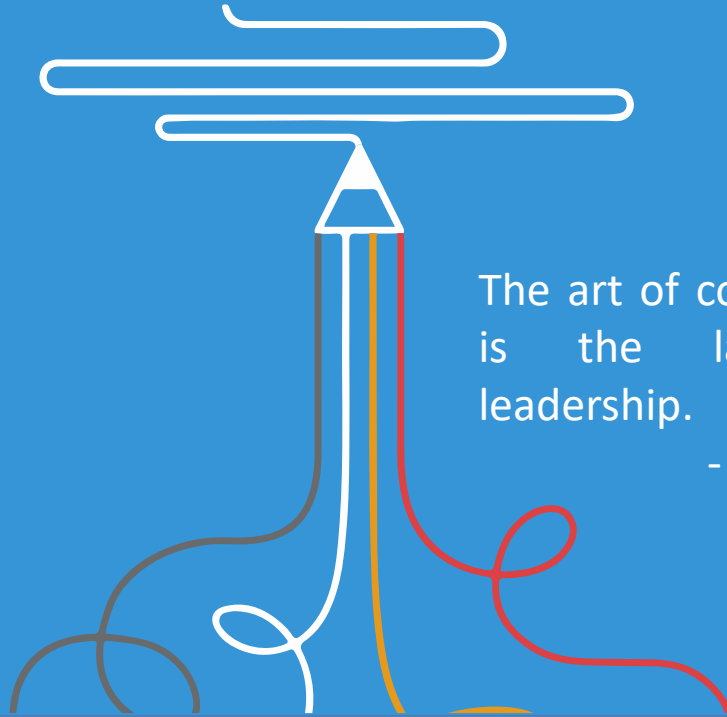
<u>Diagnose & Design (For the whole Intervention)</u>		
Half day for diagnosis- (Interviews, scenario collection, collecting information)	INR 46,000/-	
Half Day for Design (Design Customization)	INR 46,000/-	
<u>Delivery for 9 participants</u>		
<u>Activity</u>	<u>Investment</u>	<u>Total</u>
Professional fee for delivery of workshop	INR 75,000 per day per consultant X 2 days X 1 consultant	INR 1,50,000/-
Learning material, folders and certificate	INR 250 per participant X 9 participants	INR 2,250/-
Progress It	INR 500 per participant X 9 participants	Optional
Total Investment for 9 participants	INR 2,42,000/-	
Per participant cost (approx.)	INR 26,889/-	

COMMERCIAL

Terms and Condition

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- Client is responsible for providing venue, conference facilities, AV equipment.
- Travel outside Delhi NCR - Air, stay & airport/ venue cab transfers will be taken care of by Life strategies and will get it reimbursed on actuals
- Travel inside Delhi NCR - at Rs. 12.00 Per Km.
- Not inclusive of applicable taxes (As per GST guidelines).
- 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."



The art of communication
is the language of
leadership.

- James Humes