



Arabian Institute For Training

The Art of Storytelling for Professionals

Why Attend

- As a leader you are expected to inspire your employees to perform at high levels, motivate them toward common goals, encourage them to collaborate with one another while, at the same time, create commitment to the company. One of the strongest tools to help you achieve this is storytelling.
- Storytelling touches employees at the emotional level, where it creates vivid pictures in their hearts and minds that will be remembered long after charts and numbers have faded from memory. It gives leaders the ability to use both logic and feelings to mobilize and guide others. Through storytelling people will appreciate why they should act in a certain way to attain their goals (their motivation) and how they can act to reach those goals (their strategy).
- In this course, you will learn to tell a captivating and convincing story about yourself, your organization, or your brand. You will learn how storytelling can help you develop and strengthen organizational culture, get employees' views about a new policy or interpret customers' opinions. You will also gain practice in listening and coaching others to tell a good story.
- From Public Narrative to Leadership is a course that will strengthen participants' capacity to become better leaders by translating values, beliefs and strategies into action through their own stories.

Course Methodology

- The course uses a mix of interactive techniques such as team exercises, case studies, individual exercises, as well as role play, public speaking (rehearsed and impromptu), videos and group feedback.

Course Objectives

By the end of the course, participants will be able to:

- Plan and set a scope for storytelling
 - Increase their capacity to lead others using the public narrative framework
 - Design their public narrative
 - Utilize their communication skills to engage and influence their audience
 - Communicate a convincing call to action by connecting their own story to that of their organization
 - Deliver a public narrative combining a story of self, a story of us, and a story of now.
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Target Audience

- Employees, supervisors, managers and others seeking to improve their public narrative, leadership and communication skills both on and off the job.

Target Competencies

- Verbal and non-verbal communication
- Influencing others
- Assertiveness
- Active listening
- Storytelling
- Leadership
- Empathy
- Building rapport
- Public speaking

Storytelling and public narrative

- Definitions and key words
- Scope and applicability
- The science of storytelling
- The 4 types of stories in business
- Triumph
- Tragedy
- Tension
- Transition
- How to plan, and construct your stories

Storytelling as a practice of leadership

- The role of story in organizations
 - Four key elements of storytelling
 - Style
 - Truth
 - Preparation
 - Delivery
 - Motivate others to action
 - Build trust
 - Build your brand
 - Transmit your values
 - Share knowledge
 - Create and share your vision
 - Neutralize Gossip and rumors
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Storytelling and public narrative design

- Narratives versus stories
- The three elements of a story: Plot, character, moral
- The building blocks of storytelling
- Translating our values into actions
- Aspiration not desperation
- Portrait versus landscape
- Storytelling with data

Genuine and authentic communication

- How to be genuine and authentic
- Introduction to communication
- Communication levels and definitions
- Principles of genuine and authentic communication
- The 4 trends of communication
- Building and instilling credibility
- Tearing down walls with effective communication

Public speaking and storytelling

- 3 worst ways to start a story
 - 3 best ways to start a story
 - 3 worst ways to end a story
 - 3 best ways to end a story
 - Types of plot structures
 - Body language
 - Posture, hands and feet
 - Eye contact and facial expressions
 - Tell your story
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