Anecdote’s Storytelling for Leaders™ program will teach you practical techniques to tap into this power and influence, engage and inspire others—thousands of leaders already have, from Melbourne to New York, London to Singapore.
STORIES ARE POWERFUL!

When we tell stories, people ‘get’ what we are saying - and they remember it. This is the case whether we are communicating informally (which is what we do most of the time) or in a more formal environment such as a presentation.

Storytelling for Leaders™ provides the skills to use story-based techniques to tackle a range of key leadership challenges:

**COMMUNICATION** - how to get your message to stick

**OVERCOMING ENTRENCHED VIEWS** - how to influence people to change behavior

**CONNECTING WITH PEOPLE** - how to quickly build rapport and connection

**INSIGHT AND EMPOWERMENT** - how to understand what’s really going on

**COMMUNICATING STRATEGY, CHANGES AND DECISIONS** - how to connect people with the big picture

**COMMUNICATING BUSINESS VALUE** - the narrative alternative to case studies.

“Storytelling and Anecdote should be part of any effective leader’s kit bag if they are looking to influence for success.” Andrew Petersen, HR Business Partner, Challenger Financial Services

“Anecdote helped us create our strategic story and then worked with us to embed that story throughout our organisation. The strategic story helped to ensure all our people are aligned with a single strategic direction in a memorable and deeply human way.” Janet Dore, CEO - Transport Accident Commission

STORYTELLING FOR LEADERS™ IS NOT A ONE-OFF WORKSHOP BUT A COMPLETE SIX-MONTH PROGRAM. IT INCLUDES:

A TWO-DAY WORKSHOP. The workshop is highly interactive as we strongly believe in the power of practical activities to foster learning. Throughout the day you will engage in hands-on activities designed to build your storytelling skills and confidence.

OUR UNIQUE DELIBERATE PRACTICE PROGRAM (DPP). This workplace-based program includes six modules, spread over six months, which will embed and enhance what was learned in the workshop. Most of the learning you do will occur in the workplace, during the DPP, rather than at the workshop. The Deliberate Practice Program includes online support, with the opportunity to ask questions and share your experiences at any time.

PROGRAM FACILITATOR

Bharat is Anecdote International’s Global Partner based in Malaysia. He is a Unilever Veteran who has crisscrossed 67 countries.He comes with 25 years of experience in Brand Management, Consumer Insights, Media Strategy, Brand Activation, Market Development and Integrated Brand Communications. Bharat is an expert in designing and delivering brand experiences using stories. He conduct Storytelling for Leaders workshop where he helps Leaders find their stories and to tell it well.

PROGRAM FEE

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<th>2 DAYS WORKSHOP + 6 MONTHS DPP</th>
<th>INDIVIDUAL PRICE</th>
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