

Storytelling For Leadership Program

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What is the Storytelling for Leadership Program?

The Storytelling for Leadership program is designed to recognise the people behind organisations and empower them to make the biggest impact possible through their work.

In this program of five interactive workshops you'll learn storytelling techniques to build professional confidence, communication skills and employee advocacy.

The program consists of three stages, with each stage encompassing 1-2 workshops. They're designed to flow logically into the other but can also work as standalone offerings.

Each workshop is facilitated by our team of storytelling experts who provide participants with invaluable guidance and expert feedback for crafting compelling and engaging narratives.

 <h3>Storytelling for Self</h3> <p>In our Storytelling for Self workshops, participants explore their strengths and leadership qualities to craft a punchy personal brand statement they can use to advocate for themselves in professional environments.</p> <p>↓</p>	 <h3>Storytelling for Teams</h3> <p>In our Storytelling for Teams workshop, participants learn storytelling techniques to craft their own origin, trials or destiny story they can use to build trust and influence in their teams.</p> <p>↓</p>	 <h3>Storytelling for Growth</h3> <p>In our Storytelling for Growth workshops, participants learn to communicate with impact. We'll explore storytelling and writing techniques to help engage external stakeholders in authentic and effective ways.</p> <p>↓</p>
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Storytelling for	Workshop	Whos it for?
 <p>SELF</p>	<ul style="list-style-type: none"> ✓ Crafting your Personal Brand ✓ Pitch Perfect 	<p>People at all levels of an organisation with an appetite to develop or refine their personal brand and networking skills.</p>
 <p>TEAMS</p>	<ul style="list-style-type: none"> ✓ Impact Influence Inspire (Teams) 	<p>Existing and emerging leaders interested in expanding their professional toolkit in fun, creative and impactful ways.</p>
 <p>GROWTH</p>	<ul style="list-style-type: none"> ✓ Impact Influence Inspire (Clients) ✓ Communicating with Impact 	<p>Sales and project teams looking to build stronger relationships with clients, customers and other stakeholders.</p>

How Storytelling for Leadership can enhance your organisation

In modern workplaces, every employee has a role to play in expressing and enhancing the company brand.

Research shows consumers are more likely to value and engage with messages shared by an employee vs an official brand channel. Moreover, nearly 31% of high-growth firms have a formal employee advocacy program in place – that's more than double the average of all other firms.

The Storytelling for Leadership Program is designed to build professional confidence, communication skills and employee advocacy across your organisation.

Our approach begins with helping employees uncover and build their personal brand so they apply it to the mission of the company in an authentic way.

This includes anything from networking scenarios, to leading teams and forging strong external relationships with clients and partners.

Why employee advocacy is important



Leads developed through employee advocacy convert 7x more frequently than other leads
(Source: IBM)



Companies with successful employee advocacy programs are 58% more likely to attract talent and 20% more likely to retain top talent.
(Source: LinkedIn)



Brand messages reach 561% further when shared by employees vs official brand channels
(Source: Forbes)



Word of mouth is the top point of influence (74%) for customers, vs. company/brand websites at 59%.
(Source: Ogilvy)



Storytelling for Self

In our *Storytelling for Self* workshops, participants explore their strengths and leadership qualities to craft a punchy personal brand statement they can use to advocate for themselves in professional environments.

01

Workshop: Crafting your Personal Brand

In this workshop, participants work in small groups to explore each other's strengths and craft a punchy personal brand statement. A strong personal brand makes it easier to build meaningful relationships and achieve personal and professional goals.

We Cover



Why develop a personal brand & where to use it?



What makes a brand unique?



A formula for crafting your personal brand statement.

02

Workshop: Pitch Perfect

Ever been in an environment where you're lost for words, or nervous about connecting with other people? While some professionals thrive in networking scenarios, they're enough to send a shiver down others' spines. In this workshop, participants learn and practice the art of the pitch and how to put themselves forward in an authentic and effective way.

We Cover



When's the right time to pitch yourself (the dos and don'ts)?



What's the formula for a great pitch?



The art of concise storytelling.



I'm feeling more confident introducing myself. I'm normally worried that I don't have confidence when I'm pitching. After this workshop, I know my forte, and can use my experience to bring the 'wow factor' into the pitch."

Steven M, Analyst, Multinational professional services firm





Storytelling for Teams

In our *Storytelling for Teams* workshop, participants learn storytelling techniques to craft an origin, trials or destiny story they can use to build trust and influence in their teams.

01

Workshop: Impact, Influence, Inspire (Teams)

When you think about history's greatest leaders, they all have one thing in common – the ability to spin a good yarn!

Storytelling empowers leaders to connect with their teams, convey their vision, and inspire collective action through compelling narratives that resonate with shared values and aspirations.

In this workshop, participants learn the science behind a good story and draw on their experience to tell one with impact.

We Cover



Storytelling for internal communication



How your origin, trials and destiny story can influence others



What makes a great story?



Content was clear, structured and relevant to my role as team leader."

Sarah P, Digital Lead, Multinational professional services firm





Storytelling for Growth

In our *Storytelling for Growth* workshops, participants learn to communicate with impact. We'll explore storytelling and writing techniques to help engage external stakeholders in authentic and effective ways.

Stories that illustrate successful solutions or shared experiences can engage clients and strengthen relationships, ultimately leading to better collaborations and lasting partnerships.

In this interactive workshop, participants learn the formula for crafting persuasive and impactful stories they can use to grow client relationships.

01

Workshop: Impact, Influence, Inspire (Clients)

With each client engagement it's important to communicate your expertise but also create emotional connections that foster trust and understanding.

Stories that illustrate successful solutions or shared experiences can engage clients and strengthen relationships, ultimately leading to better collaborations and lasting partnerships.

In this interactive workshop, participants learn the formula for crafting persuasive and impactful stories they can use to grow client relationships.

We Cover



The three Ss of storytelling and how to use them



Finding your origin, trials, and destiny stories



How these stories translate to real-world professional scenarios

02

Workshop: Communicating with Impact

Whether you're sending an email to a colleague or drafting your annual report, communicating with impact is the linchpin of success across all facets of professional life.

In sales, it's the difference between closing deals and losing prospects; in marketing, it's the key to engaging and influencing audiences. Internally, it fosters collaboration, alignment, and a motivated workforce.

In this interactive workshop, participants learn writing and storytelling techniques to enhance professional communication and grow their skillset.

We Cover



Finding your narrative – what's the story you want to tell.



Writing guidelines for clear and concise communications



Practical application to real-world scenarios.



Pricing

All Storytelling for Leadership workshops can be run online or in-person. Each workshop is entirely adaptable and we're happy to work with you on a format best suited to your needs.

Get in touch to discuss what you're looking for and we'll send you a detailed quote.
(02) 8355 3130 | hello@impactinstitute.com.au

ONLINE

- ✓ Online workshop, for up to 16 people. Conducted via Zoom
- ✓ Workshop includes 4 x ImpactInstitute facilitators
- ✓ Workshops follow the ImpactInstitute workshop template
- ✓ Materials and pre-work provided ahead of time

Starting from:

\$2,500

IN-PERSON

- ✓ In-person workshop for up to 15-20 people.
- ✓ Workshop includes 2 x ImpactInstitute facilitators
- ✓ Workshops follow the ImpactInstitute workshop template
- ✓ Materials and pre-work provided ahead of time

Starting from:

\$3,000

BESPOKE

- ✓ Bespoke workshop specific to your organisation. We collaborate with you to factor in existing L&D programs, language and policies.
- ✓ Online or in-person workshop, for up to 16 people.
- ✓ Workshop includes 2 x ImpactInstitute facilitators
- ✓ Materials and pre-work provided ahead of time

Starting from:

\$6,000