

One of The Institute's **worksheets** series, to help you improve your leadership skills and capability, making you a better leader

Storytelling is part of sharing organisational culture as well as being a way of communicating about your organisation. Authentic leaders tell good stories skilfully. This worksheet is designed to help you learn and respond to the Spotlight on 'Storytelling' and help you hone your storytelling skills.

You should take approximately **two hours** to complete this worksheet and read the accompanying Spotlight

Defining Storytelling

Use the terms to make a meaningful definition for you. Add any words you need to make it complete:

<input type="text"/>	Inspiring interest	Shared and owned	<input type="text"/>	Conversation
Positive	<input type="text"/>	Defined audience	Vivid picture	<input type="text"/>

What are the Purposes of Storytelling

Good understanding of storytelling means knowing who you tell the story to, why you tell the story, and the way in which you do it. **Complete the boxes below for a story you have told recently or are about to tell** (A good example to visualise when thinking about this task is the late Steve Jobs and his storytelling at apple launches).

What is your story?	Who are the audiences?
What channels am I going to use?	What is the purpose of the story?



Using a “Story Arc” to Tell a Story

From the Homer’s Iliad to Mamma Mia! there is a classic and accepted way of telling stories designed to pull the audience with you. A mixture of comfort, challenge, winning out and vivid pictures usually works well. **Complete the story arc below for something you need to communicate to an important audience for your organisation:**

What is the context you need to set?	What is the imperative which causes the need for change?	What do you or the key players do?	What might you have to overcome to make the success?	What will be the desired finale/ resolution/ celebration/ outcome?

Review

Listen to your favourite Institute webinar. Apply your new knowledge of storytelling to its presentation. Reflect. **Give the presenter a mark out of ten. Think of two good reasons why they were successful and one thing which would have made the presentation even more effective.**

Title of the talk:	Score: out of 10
They did well because:	
<ul style="list-style-type: none">	
It would have been even more effective if they had:	
Then I can learn what from this?	

When are you going to tell the story of your learning? Who are you going to talk to first?

All references are cited in The Institute of Leadership (2018) ‘Spotlight on Storytelling’