



From Story Disaster to Story Master

We all need better ways to persuade, share what we know and help those around us make sense of the complex world we live in. Developing our innate storytelling skills helps build confidence, convey ideas clearly and effectively, and probably most importantly, present to our colleagues our humanity.

We all want to convey our ideas with impact, yet eyes instantly glaze the moment you beam your PowerPoint presentation laden with slide after slide of dot points. We know informally that stories are engaging; we tell them at dinner parties and people listen and they 'get it.' Yet few leaders systematically harness storytelling to communicate ideas, convey the organisation's values or inspire and motivate people.

“The choice for leaders in business and organisations is not whether to be involved in storytelling – they can hardly do otherwise – but rather whether to use storytelling unwittingly and clumsily – or intelligently and skilfully.”

Steve Denning



This workshop is for anyone wanting to improve their ability to find and tell their own stories within a business context.

WHO SHOULD ATTEND?

It is also for people wishing to improve their leaders' ability to communicate ideas and engage staff in developing new behaviours.

You should attend this course if you are interested in:

- communicating your organisation's mission, vision and values
- helping leaders motivate and inspire
- conveying desirable behaviours
- sharing knowledge
- becoming a more effective leader
- sparking action
- having people really listening to your ideas.

WHAT THE ONE DAY WORKSHOP IS ALL ABOUT?

Telling business stories is not about concocting events and delivering your tale to an enraptured audience. Rather, it **relies on people retelling their own experiences in an authentic and empathetic way.** Anecdote has developed a three-step process to guide you.

Prospecting

Everyone has stories to tell, but in many cases we are unaware of them. Prospecting involves creating a conducive environment for people to remember their stories. This might involve one-on-one interview techniques or group processes such as <http://www.anecdote.com.au/anecdotecircles>

Patterns

We can improve the way we tell our stories by understanding the story structures and patterns appropriate for the task. During the workshop, we will explore a few key patterns and help participants re-craft their stories based on these story patterns.

Performance

Effective storytelling comes from a belief that the story is authentic. People judge authenticity on how the storyteller delivers their story. Participants will learn ways to develop a comfortable delivery style and feel at ease at telling stories regardless of the setting.



WHAT YOU WILL LEARN AND LEAVE WITH:

- a better understanding of what makes an effective story in a business context
- a newly discovered story
- re-crafted story from your own experience
- understanding of how to best craft questions to discover stories
- ways to interview people for stories and facilitate anecdote circles
- when to use what story pattern
- build confidence in telling your story.

WHAT ATTENDEES HAVE HAD TO SAY

“Indeed the very practical nature of this workshop is its greatest strength.”

“Shawn has a most honest, open and engaging approach which is what is shown to work best with this technique and creates an enjoyable workshop.”

“The workshop covered a lot of territory in a way that combined analytical rigour with a clear and informal delivery. I recommend it without reservation.”

YOUR FACILITATORS



Shawn Callahan is one of Australia’s most experienced narrative practitioners, with hands-on experience in conducting narrative projects for organisations including IBM, Department of Defence, NAB, Australia Post and BHP Billiton.

These projects have tackled a variety of seemingly intractable issues – such as trust, understanding the cash economy, and workplace safety. Shawn is the former knowledge-management practice leader for IBM Australia and regional leader of IBM’s Cynefin Centre.



Andrew Rixon, PhD, is director, consultant and lead researcher of Anecdote, an Australian based management consulting company specialising in narrative and story approaches for organisational learning, change and development.

Andrew gained his first exposure to story and narrative whilst working in Boston during the dot.com boom (and crash). He found himself hooked after attending some of the first workshops on storytelling and narrative conducted by Dave Snowden and Steve Denning at the Institute for Knowledge Management.

SEMINAR DETAILS

Arrive 8.30am for 9am start. Finishes at 5pm.

Melbourne, Wednesday 20th September, 2006

Sydney, Thursday 21st September, 2006



The registration fee includes full documentation, morning tea, lunch and afternoon tea on the day.

Workshop numbers are strictly limited to 20 places, allocated as payments are received.

We will confirm your registration only after we receive full payment.

On registering, we will send the workshop location details and invoice.



EARLYBIRD DISCOUNT

Payments received before 20th August 2006 will receive a 20% discount.
The total EarlyBird fee for this workshop will be \$700.

PLEASE NOTE

If cancellations are made 7-21 days before the event, a 20% cancellation fee will apply; if cancellations are received less than 7 days before the event, no refund is payable.

Cancellations must be received in writing.

You are welcome to provide a substitute if you are unable to attend.

Anecdote is not liable if circumstances outside our control force us to cancel or reschedule this event.

REGISTRATION DETAILS

Introduction to Story Master

Melbourne Wed 20th September, 2006 **Sydney** Thur 21st September, 2006

(We will send you workshop address and parking details closer to the date.)

Name: _____

Position: _____

Organisation: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Special dietary requirements: _____

Enclosed is my fee of:

\$700.00 EarlyBird (includes GST) received by 20th August, 2006

\$875.00 (includes GST) received after 20th August, 2006

I am paying by:

Cheque (payable to Anecdote Pty Ltd)

Mastercard Visa Bankcard Amex

Cardholder name: _____

Card no:

Card verification code (three digits, on back of card):

Expiry date: _____

Signature: _____



Send to: **Anecdote Pty Ltd.**

PO Box 359, Pascoe Vale South 3044

Phone: +61 (0)3 8300 0747

Fax: +61 (0)3 9383 6274

Email: info@anecdote.com.au

