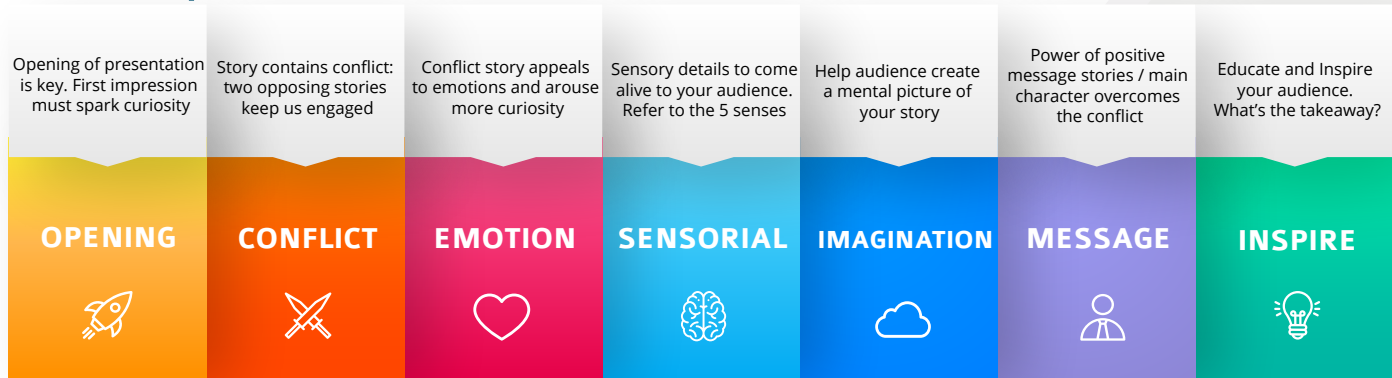




STORYTELLING FOR CHANGE

Storytelling is one of the most powerful techniques that leaders have to influence, teach and inspire.

Principles



“Being an effective storyteller at work isn’t about entertaining people. It’s about having a meaningful, relevant point you want to make and using your story to deliver it: that message or idea that will elicit the thoughts and feelings identified in your story strategy and inspire your audience to take your desired action”. Bill Baker

Applied at work

