

# Story for Leaders

Communicate meaning with connection and clarity.

**Sometimes a good idea fails to land because it's presented as data – rather than a story.**

Stories are the conduit of human connection, and this workshop shares simple storytelling tools that turn ideas and facts into stories people care about

Participants will craft and share a range of stories that bring clarity to pitches, presentations and conversations

## Who it's for

Anyone who needs to communicate clearly and convincingly.

## Format

In-person workshop

- Half day / full day

Online

- 90 minutes to half day

Group size: 6 to 12

## Content

- Turn **personal experiences** into empowering stories
- **Craft stories** that are memorable and relatable
- **Practice delivering stories** in a natural, authentic way
- **Adapt stories in the moment** based on audience reactions

