

# STORYTELLING FOR LEADERS: PUTTING STORIES TO WORK

**DATE:** 6-7 May / 12-13 September 18-19 December 2024  
**FEE:** RM1,100

**DURATION:** 2 Days  
**HRD CORP SCHEME:**  
HRD Corp Claimable Courses

## PROGRAM OVERVIEW

Successful business leaders take their audience and stakeholders on a journey, leaving them feeling inspired and motivated. But structuring your story to get your ideas across and keeping your audience engaged all the way is tricky. Storytelling is a powerful communication and organizational tool.

This 2- day program will be highly interactive and fun for adult participants using the Accelerated Learning methods.

### LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- Understand why storytelling is such a powerful communication tool for business and management;
- Know how to use stories to build trust in you and to connect positively with your staff and clients;
- Know how to use stories to effectively transmit corporate values;
- Use effective strategies for preparing, telling and sharing stories;
- Practice telling your own stories in a supportive and safe environment.

### METHODOLOGY

- Lectures and Handouts
- Role Plays
- Simulations & Drama
- Group Tasks and Game-based learning
- Demonstrations
- Drills and Repetitions
- Discussions and Sharing
- Videos

### WHO SHOULD ATTEND

- Mid/Senior Level Manager
- First Level Manager
- Executives/Supervisory

## FACILITATOR

### Norshila Abdullah

With more than 25 years of teaching experience at tertiary level. She was a Senior Lecturer at the Department of Languages and Communication, Universiti Tenaga Nasional and was the Head of Department for 3 consecutive terms. She has taught various English courses since 1987. Norshila is a certified trainer. She has been training for over ten years. She designs and conducts various communication courses for both executives and non-executives.

## PROGRAM CONTENT

### Module 1

- Understanding the art and science of storytelling
- Why storytelling is such a powerful communication tool
- An overview of how storytelling is being used in organizations

### Module 2

- Guidelines for telling stories in organizational settings
- Understanding story architecture to tell more effective stories
- Understanding what makes a story effective in organizational settings

### Module 3

- How to use stories to build trust in yourself and connect with your staff or clients
- The use of storytelling to transmit organizational values and messages

### Module 4

- How to choose, prepare and effectively tell a story
- Sharing of stories through guided storytelling activities
- Feedback
- Consolidation and Integration

## PROGRAM SCHEDULE

### Day 1

9:00am - 10:30am	:	Module 1
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 1 ( <i>Continue</i> )
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 2
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 2 ( <i>Continue</i> )
		<b>End of the day</b>

### Day 2

9:00am - 10:30am	:	Module 3
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 3 ( <i>Continue</i> )
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 4
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 4 ( <i>Continue</i> )
		<b>End of the day</b>

