

Do you struggle to...



CONNECT

with your audience?

INSPIRE

with your words?

GUIDE

with energized meetings?

PERSUADE

in your presentations?

You're not alone.

Leading organizations at the breakneck speed of business is not easy. Establishing and maintaining a **people-centered culture** can get lost in the day-to-day.

Leadership Story Design

The simple, efficient process that helps leaders **connect** with, **inspire**, **guide** and **persuade** their people.



A coaching model

that puts your story to work

1

DISCOVER

Define your audience and the purpose of your message.

2

DESIGN

Develop the best story for your message.

3

DELIVER

Unite your story with the message and practice delivery.

5-6 sessions with Rance to walk through the Story Design steps

Real-time practice & immediate expert feedback

A repeatable process that prepares you for any communication

WHY STORIES WORK AT WORK



info@needastory.com call (917) 608-8582

needastory.com



What leaders say about Story Design

“I highly recommend Leadership Story Design! Rance is the master of the story and **you can't help but learn and enjoy yourself simultaneously.**”

Global Learning and Development Program Lead at Real Page

“Thank you for a wonderful Leadership Story Design session. It was **informative, generous, conscientious, clear and inspiring.**”

Executive board member at CareTrade UK Trust

“I thoroughly enjoyed Leadership Story Design and am impressed with **the amount I learned in such a short time.**”

Leadership development professional at a US financial company

“Thanks so much for this fabulous session! So helpful and **actionable.**”

Leader at US-based healthcare company



Rance Greene helps leaders understand their audience and what they are asking them to do. His coaching and story-based tools equip leaders with practical communication skills that give them confidence to integrate stories into their messages. He is the author of *Instructional Story Design*, published by ATD Press. His one-on-one and group coaching sessions are known for their practicality and, of course, stories.