



LEAD WITH STORIES

Stories that make business sense

Most leaders have been told at some point in their career that storytelling is effective. But what are the practical steps in designing the right story for the right purpose?



The Story Design Workshop for Leaders connects your message to the business outcome and you to your audience.

DISCOVER

Who is your audience?

What do you want them to do?

DESIGN

Create relatable characters
+
Strong conflict

DELIVER

Creatively send your message with the communication venues you already use

Using Story Design, business leaders can:

- Communicate a vision or strategy that inspires action
- Navigate teams through change and difficult times
- Lead meetings that welcome conversation and move the business forward
- Pitch an idea with more buy-in
- Unify team members and connect them with the organizations purpose
- Build relationships through storylistening



Rance Greene helps leaders understand their audience and what they are asking them to do. His story-based business solutions have made him a sought-after speaker and consultant. He is the author of *Instructional Story Design*, published by ATD Press. His lively workshops are noted for their practicality and, of course, stories.

Schedule a workshop

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