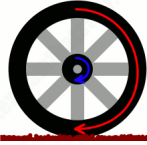


“Leading in the 21st century is about purpose.”



Storytelling for purposeful leadership

with
Richard O’Neill



From campfire to corporate, the principles and challenges are the same. How to survive and thrive in a rapidly changing, hyper-connected, environment.

Individuals, and organisations of all types are fast learning what great leaders and communicators have always known; storytelling has great power to influence, change and motivate whilst allowing the ‘teller’, to remain authentic. The art of nomadic storytelling shows you how to discover your true purpose and direction, to turn your messages into powerful stories, engaging and enthusing your colleagues in an age of increasing challenges and disruption.

A growing number of companies including microsoft, now put storytellers and storytelling at the heart of their organisations, because they know it is instrumental in bringing purpose, clarity and cohesion to their teams.

Let us show you how, through the art, craft, and science of nomadic storytelling you can turn your leadership vision into powerful stories that have sustained impact on you and your team. Knowing your story is knowing your purpose, creating your team story is applying your purpose as a leader.

The nomadic model of leadership puts storytelling at the heart of all communication, planning, and delivery. It emulates the circular patterns of nature, works with the seasons, and is prepared for disruptions. The nomadic storyteller is the maker of the way, the person who guides the rest of the team with empowering stories, of past present and future.

In the nomadic environment that may be to find water and food to sustain the community, and secure its future. In organisations it could be to find new areas of business in order to sustain and grow the organisation, and safeguard employment. In either environment the leader's task is the same, to provide successful and sustained guidance.

Storytelling for purposeful leadership will teach you how:

To discover your true purpose, and that of your organisation.

To create your own past, present, and future stories to put into your own story store.

To use storytelling to create a nomadic mindset of circular rather than linear.

To take the negatives and positives and turn them both into empowering guiding stories.

To communicate your vision and purpose to your team quicker and deeper.

To find and embrace new opportunities/deal with new challenges and the inevitable disruption that the current and future working landscape will bring

To be able to disseminate portable knowledge that everyone in the team can access.

Purpose combined with vision and planning makes for great leadership

Master storyteller Richard O'Neill's unique nomadic storytelling methods are employed in universities, schools, national charities, professional sport, emergency and public services including the Police, NHS and the Prison service, and in a range of social and traditional enterprises.

Storytelling has an elegant simplicity and power that moves others to action; the course leader will demonstrate how he has used storytelling to:

- Help to merge two very different cultures in public services.
- Introduce a new successful direction for a leading festival.
- Develop a range of empowering storybooks and educational resources for global educators.
- Help to create a shared winning vision for a team of professional footballers to achieve a huge turnaround in results.
- Help police officers interview victims of crime more effectively, and sympathetically.
- Create and direct an award winning international health awareness campaign.

* All of the above examples are from genuine pieces of work carried out by the course leader Richard O'Neill.

By attending this course and learning how nomadic storytelling works, you will be able to

add a new and powerful dimension to your communication skills, and enjoy doing it.

You will also be learning how nomadic storytelling skills can help you with:

- Identifying your true purpose as a leader and the purpose of your team
- Clarifying your message and how you can communicate that effectively.
- Prepare for and deal effectively with disruption
- Communicating memorably with head and heart.
- Engaging people's imagination
- Bringing out the best in others
- Accessing skills that will increase your creativity, allow you to create new and imaginative ways of communicating with your colleagues.
- Creating your own Story-Store that you can use again and again.
- Motivating yourself and others

A practical course with hands on learning taken from nomadic methods that have allowed people to survive and thrive in a world of disruption for centuries.

Impact/Outcomes:

Understand how you can use nomadic storytelling skills to bring your professional communications, presentations and conversations to life and making them matter to yourself and your audience.

- Learn about and understand nomadic story structure and methods of delivery.
- Learn the significance of the seasons wheel.
- Learn how to make the stories you tell matter, have increased impact, depth, and the power to change, motivate and inform.
- Learn how nomadic storytelling can be used to call people to action.
- Learn how nomadic storytelling can be used as an excellent communication tool to cut through organisational language, and allow people to really connect with each other.
- Consider how nomadic storytelling can allow others to express themselves, no matter what their accent or how they speak.
- Understand that nomadic storytelling values difference, allowing us to communicate with, include, and work effectively with a wide range of people.
- Learn how nomadic storytelling benefits from and harnesses disruption.

To reflect on how you can use storytelling skills in your own role and to encourage others to use them where appropriate.

Who Should attend:

Anyone who wants to improve their leadership and develop their storytelling skills.

Managers, Team leaders, anyone who has responsibility to communicate with a range of colleagues, clients, the public and media

Programme:

During the session you will:

- Be given the background to interactive nomadic storytelling skills
- Be encouraged to identify your purpose
- Be told a story
- Tell a story from your first exercise
- Learn and practice more advanced storytelling skills
- Re-tell your purpose story
- Reflect on your purpose story
- Create and deliver your purpose using story
- Be coached on how you are going to use nomadic storytelling skills in your work

A nomadic skills certificate from the course leader will be awarded to all participants who successfully complete the course. This certificate from one of the leading storytelling skills trainers in the UK is seen as a genuine benchmark in a fast growing area of leadership communication.

Duration

One day (9.30 – 3.30)

Unsolicited feedback via e-mail

Hello Richard

Thank you so much for your seminar yesterday. It was excellent! I've had such a lot of great feedback from staff – they keep coming to tell me how much they enjoyed it.

We find it a challenge to hold sessions which are interesting and relevant to everyone (Clinicians, Dispensers, Receptionists, Admin e.t.c) and I felt you really drew them together as a team.

There was lots of positivity here afterwards and I think we' re in a good position to build on that and really look at how we make our service accessible and welcoming.

It was lovely to meet you, we may be in touch again as things progress.

Best wishes

Anna Straker Fownhope Medical Centre Hereford