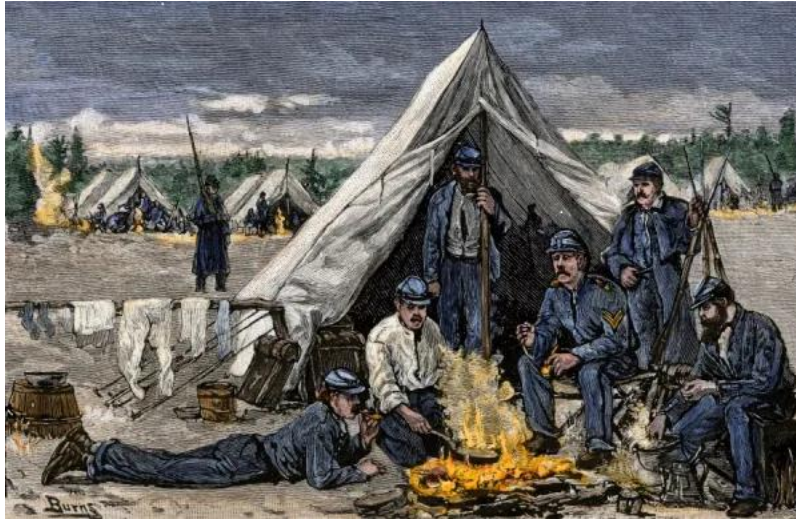


STORYTELLING

In 2020 the *Harvard Business Review* declared, “Storytelling can make or break your leadership,” while in 2023 a headline in *Forbes* stated, “Storytelling is a must-have leadership skill for the 21st century.” Indeed, in recent years the ancient art of storytelling has increasingly appeared on lists of critical leadership and performance skills. But, **how does one effectively craft and deliver a story?**



This seminar explores the common elements used by great storytellers and provides participants with a very tangible **four step-process** to construct compelling stories. We then bring that model alive and add further nuance by examining a handful of compelling stories, asking participants to identify which specific elements in each tale resonated with them. As a concluding activity participants use the **provided “storytelling planner”** to begin shaping the narratives they want to share as they seek to advance their work.

This session can be delivered as a stand-alone seminar or webinar of approximately one hour in length or can be couple with a field trip as a half-day program. Whether at **Antietam**, or in **Boston, Washington D.C.**, or **Richmond**, we begin in the seminar room laying the groundwork before visiting 4-6 monuments and memorials that add further nuance to our understanding of which types of stories capture audiences and the additional elements we can incorporate to guarantee maximum reach and impact.

