

**atd** Association for  
Talent Development

# Leadership Lessons for Any Occasion

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# CHATBOX EXERCISE #1

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**How have you used or have you seen stories used in your work?**

# Agenda

- Stories of Our Mothers / Our Unique Leadership Perspectives
- Why leaders tell stories
- Storytelling neuroscience principles
- 5 easy methods for using stories
- Questions and answers



# Stories of Our Mothers

Who wants to  
hear a story?



# Story Telling / Unique Leadership Perspectives

Story of *Powdered Milk, Hot Dog Buns*  
and *Sock Balls*

Personal story on resourcefulness



# CHATBOX EXERCISE #2

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- **Who was reminded of a personal or professional story of your own?**
- **Write a sentence or two that represents the theme of that story**

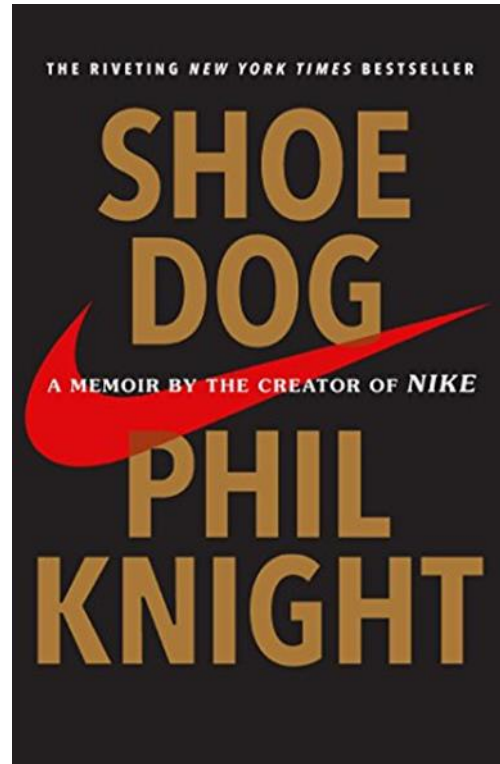
# Why Leaders Tell Stories

- Stories are memorable
- Engages and inspires others
- Invokes emotions and lasting impressions
- Provides advice for managing opportunities and challenges
- Fosters common understanding



# The Story of Phil Knight

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“The most powerful person in the world is the story teller. The story teller sets the vision, values and agenda of an entire generation to come.”

- Steve Jobs

# Storytelling - Neuroscience Principles

## Your brain remembers:

- Pictures first
- Then it remembers emotional content
- Then it remembers language



# Brain on Visuals/Storytelling

When we are told a story with rich meaning and visual cues, things change dramatically.



Both the right and left sides are activated.

# CHATBOX EXERCISE #3

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- **Identify an important leadership or professional value for you**
- **How do you communicate it to others?**



# Unique Leadership Perspectives

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- The essence of what leaders believe, act upon, teach and expect of themselves and others
- Key values and ideas that have influenced their development, performance and career success

These come to life through stories!

# Five Easy Methods for Using Stories

## 1. Using visual images



# Visual Explorer



# istockphoto.com





# Pexels.com



PEXELS



# Five Easy Methods for Using Stories

## 2. Being interviewed or interviewing others



# Five Easy Methods for Using Stories

3. Describing your beliefs about important topics



4. Using famous or meaningful quotes



# Five Easy Methods for Using Stories

5. Using one of your own stories to help others generate their stories

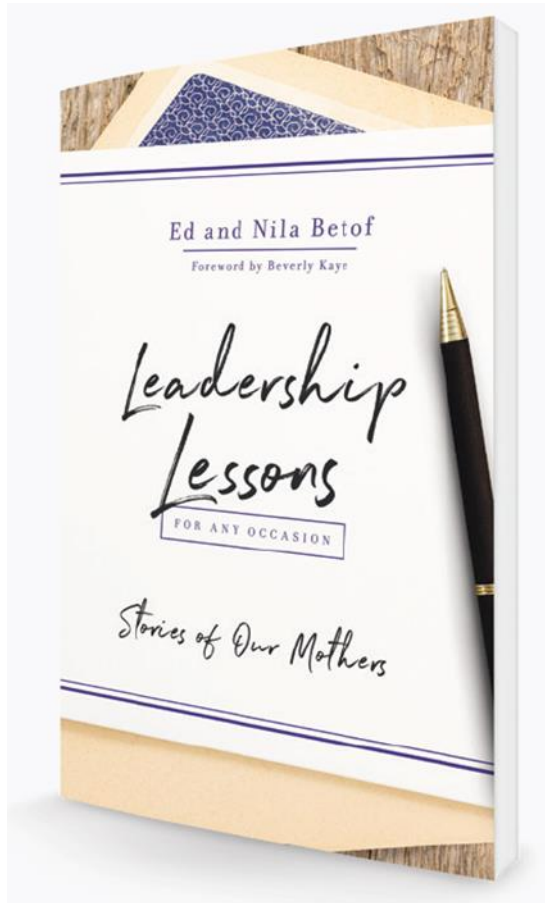


# Review

- Stories of Our Mothers / Unique Leadership Perspectives
- Why leaders tell stories
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# THANK YOU!



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