

“narrative matters”

Presents

Leading the Way with Stories

**How to use stories which
inspire, motivate & ignite
action in the people you lead?**

Leaders across the world are discovering the benefits of storytelling as a powerful leadership tool.

Stories capture values, visions, communicate who you are and lead people into the future. They deepen learning and get to the heart of the matter.

What are the benefits? Storytelling skills help you to:

- Bring information to life in your presentations and make what you have to say more memorable
- Motivate and inspire others to move in new directions and bring people on board
- Turn learning content into story to help participants retain information
- Get engagement with your team and organisation

The one day program includes:

- What are the elements of story
- Why stories are more memorable than corporate speak
- How stories can make you a better communicator
- How to identify and apply your story for your purpose
- Techniques to build your story and know your story
- How to deliver your story in an engaging way

“storytelling is increasing in importance in a technological and impersonal world. Narrative skills provide a powerful means of relaying a message because story evokes visual imagery and emotion and stories are more likely to be remembered than bland directives”. Robert Dennehy.

Date: Thursday, November 1, 2007

Time: 9.30am to 4.30pm

Location: Australian Institute of Management,
76 Birkdale St, Floreat

Total Cost: \$480.00 per person - light lunch included. Numbers are limited.

narrative matters

PO Box 3 PALMYRA WA 6957

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About Abigayle Carmody

Abigayle Carmody has 20 years experience as a facilitator and trainer of human communication programs which include people management, leadership and cross-cultural communication.

Abigayle's has provided cultural and business briefings to Australian and international executives working for multinational companies on joint venture projects. She has delivered team management leadership and cross-cultural programs to project leaders working in the international aid and development area as well as to professionals in the private, non-government and public sectors.

Inspired by her background in literature, professional and creative writing, her narrative approach brings together her extensive experience in human communications and her passion and on-going research into the power of storytelling,

For Abigayle, stories and storytelling are inspirational to her life and work.

Registration Form

Leading the Way with Stories

Location: Australian Institute of Management,
76 Birkdale St, Floreat

Date & Times: Thursday, November 1, 2007, 9.30am to 4.30pm

Name: _____

Business Name: _____

Position: _____

Email: _____

Phone: _____

Total Cost: \$480.00 per person – light lunch included

Payment in full confirms your place and is required prior to the workshop.

Cancellation Policy: Cancellations can be accepted up to one week prior to workshop. Please notify in writing.

Please make cheque out to: narrative matters

EFT Payments to: (notification of payment is appreciated)

BSB: 633-000

Account Number: 1227 43 933

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