

THE POWER OF STORY:

Shaping Leaders. Shaping Outcomes

Framing

Organizations often say they want leaders to “tell stories more effectively.” But effective storytelling is not just about technique—it is about who the leader is and how their presence connects with others.

The Power of Story is a 12-month leadership growth journey facilitated by storytelling. Participants learn the craft of storytelling while also clarifying their purpose, surfacing values, building resilience, and connecting more authentically with others.

The journey begins with short, personal stories and progresses through core stories, mentor stories, best-self stories, resilience stories, and culture stories. Along the way, leaders test stories in real work settings, reflect on their impact, and run experiments that shape both their leadership and their teams.

It culminates in a **Leadership Showcase** where each participant shares a 10-minute story of their growth journey, highlighting three moments of experimentation and transformation, in front of invited guests (bosses, peers, direct reports). The showcase is both a celebration and a demonstration of growth—leaders don’t just learn to tell stories, they become leaders whose stories inspire others to change.

Market Needs Met

The Power of Story responds to what organizations truly need:

- **Beyond communication skills:** Most storytelling programs teach technique but not authenticity or presence. The Power of Story develops both.
- **Authentic connection:** Leaders today struggle with disconnection and trust. 50% of CEOs report feeling lonely, and 61% say it impacts their performance (HBR). The Power of Story builds authentic connection to counter isolation and enhance relational trust.
- **Strategic alignment:** Leaders practice telling stories that convey vision and strategy, tying personal growth to organizational goals. Research shows that employees who understand how their work connects to strategy are 3.5x more engaged (Gallup).
- **Sustained change:** Most short trainings fade; The Power of Story sustains growth through repeated practice, peer reflection, and experiments embedded in work.

Outcomes Delivered

Leaders who complete The Power of Story:

- **Engage and retain their teams.** Engaged employees are 87% less likely to leave and deliver 21% higher profitability (Gallup, SHRM).
- **Boost productivity and innovation.** Teams with high psychological safety are 50% more productive and more innovative (Google, Edmondson).
- **Shape culture and align to strategy.** Aligned cultures deliver up to 4x revenue growth compared to misaligned ones (Kotter & Heskett).
- **Strengthen leadership presence.** Leaders learn to connect authentically, inspire trust, and make their growth visible in the capstone showcase.

Program Design:

- **Cohort-based:** Groups of 6 leaders journey together, building trust, reflection, and accountability across the year.
- **12 Sessions, 2 Hours Each:** Monthly facilitated sessions blend story-sharing, teaching, reflection, and experiment design.
- **Four One-on-One Coaching Sessions:** Each participant receives individual coaching at key points to deepen reflection, personalize experiments, and accelerate growth.
- **Progressive Story Types:** Participants move from safe personal stories → core stories → mentor stories → strategy stories → best self → resilience → culture → integration. Each story type builds authenticity and presence.
- **Experimentation Cycles:** Every third session is dedicated to sharing the results of real-world experiments (telling stories in meetings, eliciting others' stories, testing new ways of leading). This ensures that learning transfers directly into daily work.
- **Peer Reflection:** Each session includes structured feedback—peers reflect what values, purpose, and leadership presence they heard in each story.
- **Link to Strategy:** Leaders practice telling stories that connect their personal purpose to organizational vision and strategic priorities.
- **Capstone Showcase:** In the final session, each participant tells a 10-minute leadership journey story in front of invited guests (boss, peer, direct report, other). Guests reflect on the leader's growth, making the impact visible across levels of the organization.

Key Message: The Power of Story is not a communications workshop—it is a leadership journey. Leaders don't just learn to tell stories—they grow into leaders whose stories change people, shape culture, and deliver measurable business outcomes.