

Program Agenda



Session 1: Introduction

- Narrative engagement for strategic outcomes
- Case study: Stories for culture and identity
- Story circles: Experiencing the power of *neural entrainment*
- Stories for transformation



Session 2: Story Impact

- Case study: Process stories
- Storytelling for impact: The Story Canvas
- Story practice, coaching, and team support
- Next steps



Session 3: Story Mining

- Case study: Stories for bringing clarity to complexity
- Strategic story selection: The Leadership Story Deck
- Finding your narrative assets



Session 4: Activate

- Activating transformation: *continuity, novelty, and transition*
- Stories, data, and bringing it forward: The 30% hypothesis