

---

## The Power of Stories

---

**Friday 9 November 2012, 1.00pm – 4.30pm, Rydges Hotel Wellington**

### **An emerging discipline**

Organisational storytelling is an emerging discipline in the study of management, strategy and organisation development. It has been variously described by academics as a purposeful tool to be used by business people, and as a way of understanding and interpreting organisational life.

For those who believe it to be a powerful managerial tool it is seen as a key leadership competency for the 21st century. Knowing how to deliver a story effectively, combined with knowing the right story to tell, is a powerful influencing and communication skill. It can be used to connect employees to strategy by providing understanding, belief and ultimately motivation in the personal contribution that employees can make. Beside being a necessary competency for all leaders story telling is an invaluable tool during changing times.

*“When facts become so widely available and instantly accessible, each one becomes less valuable. What begins to matter more is the ability to place these facts in context and to deliver them with emotional impact. And that is the essence of the aptitude of Story- context enriched by emotion”. Dan Pink, author of A Whole New Mind*

### **Workshop content**

*“Once upon a time, there was a leader who, no matter how hard he tried, could not change the culture of his organisation. His organisation was seen as inefficient, political and lacking in harmony. After two years of making little progress he ended up questioning his ability and wishing a fairy would just come and wave a magic wand...”*

Now, more than ever, it is important to be able to spread compelling stories through your organisation to affect its culture and future direction positively, thus impacting on your people, services and customers. Storytelling is a craft that you can learn. At the end of this workshop you will:

- Understand the impact that stories have on the brain and how they can be used as a tool for organisational transformation.
- Develop a strategy for your own storytelling and be able to select which stories to use to get your messages across.

### Who should attend?

- Leaders and managers who want to improve their ability to translate organisational information into stories that inspire and create followership.
- Those who have roles which involve influencing across organisations or sectors.
- Those seeking to improve their communication skills.

### Workshop logistics

On 8 November we hold our annual Organisation Development Forum.

This workshop is scheduled as a post Forum event and is individually bookable.

**9 November 2012 from 1.00 pm – 4.30 pm**

Registration is available online at [www.thoughtpartners.co.nz](http://www.thoughtpartners.co.nz) via the [OD Forum Registration Form](#).

Participants will receive a comprehensive workbook. Morning tea is included in the fee.

Fee \$450 per person + GST.

### Workshop Presenter, Karen Martin-Bond



Consultant

BA (Hons)

Karen is a skilled trainer, facilitator and coach who brings a significant amount of experience to her clients. Her particular areas of focus are team dynamics, the practice of suspension & questioning, and the power & art of leadership.

Karen's working style is practical and focuses on humour and empathy in equal parts. She places high value on providing the best service to her clients and being honest about what is most needed.

Karen has worked in the consultancy field since 1999, and before that was involved in student coaching and marketing at Victoria University of Wellington. She has undertaken training in the areas of communication and consultation, and has been very thoughtful about incorporating these skills in her work.

**For more information please contact Thought Partners Ltd**

Phone: 0800 THOUGHT (0800 846 8448)

E-mail: [office@thoughtpartners.co.nz](mailto:office@thoughtpartners.co.nz)

Website: [www.thoughtpartners.co.nz/home](http://www.thoughtpartners.co.nz/home)

**Thought Partners Limited**

shaping futures informing action