

Leading Through Storytelling

In-Person Sample Schedule

DAY 1

Using Stories to Connect and Create Meaning

9:00am-10:30am

Welcome and Introductions

Why Stories Matter Now More Than Ever

In the age of AI, it's become easier to create content, but harder to connect in authentic, memorable ways. Participants explore why stories remain one of the most powerful tools for building trust, creating meaning, inspiring action, and helping people connect to ideas, values, and each other.

10:30am-10:45am

Break

10:45am-12:00pm

Find Stories Worth Telling

Stories and storytelling opportunities are everywhere. The challenge: figuring out the most valuable opportunities and making the most of them. Through reflection, guided exercises, and feedback, participants think about who they are as leaders, how they want to lead, and what they want to communicate. Then, they identify the storytelling opportunities they want to work on.

12:00pm-1:00pm

Lunch

1:00pm – 2:45pm

Crafting Stories That Stick

Some stories stay with us. Some stories quietly fade away. Drawing on journalism techniques, strategic communication research, and neuroscience, participants discover (or uncover) stories worth telling. Through the lenses of substance, structure, and style, they begin crafting stories that audiences will remember.

2:45pm-3:00pm

Break

3:00pm-4:30pm

Stories That Changed Minds: A Conversation on Leadership and Influence

In this live, interactive conversation, participants learn how leaders have used stories to navigate uncertainty, build trust, create connection, influence decisions, and inspire action. Together, we explore why different stories and different storytelling strategies resonate strongly, especially why audiences remember and share certain narratives.

4:30pm-5:00pm

What Was Memorable? Reflection, Synthesis, and Story Development

Participants take time to connect key insights from the day, discuss lessons they will carry forward and share, and start refining their stories.

5:00pm-6:00pm

Plot Twists & Mixers

Every career path includes unexpected turns, memorable moments, and lessons learned along the way. This reception provides an opportunity to connect with fellow participants, share perspectives, and discover the experiences, insights and inspirations that shape who we are and how we lead today.

DAY 2

Using Stories to Influence, Align, and Lead in an AI-enabled World

9:00am-9:30am

What Stayed With You? Reflection, Synthesis, and Storytelling Reflections

Participants revisit the stories, ideas, and experiences that stayed with them,

explore why certain moments are memorable and easily shared while others are easily forgotten. Then, they discuss what it all means for their storytelling strategies.

9:30am-10:45am	Understanding and Engaging Different Audiences <i>One of the most challenging aspects of leadership communication: helping audiences better understand what matters and why. You want others to care about what matters, to buy in, to be motivated and inspired. To help with that, participants learn how to recognize and overcome the curse of knowledge, figure out audience needs, and make complex ideas relevant, relatable and easy to digest.</i>
10:45am-11:00am	Break
11:00am-12:30pm	Storytelling Lab: Using AI Without Losing Your Voice, Audience, Trust, and Authenticity <i>Participants experiment with ways AI can support storytelling while exploring where human experience, judgment, reflection, and critical thinking remain essential. Through coaching, practice, and peer feedback, they learn how and when to use AI without sacrificing authenticity or diminishing credibility.</i>
12:30pm-1:30pm	Lunch
1:30pm-2:30pm	Storytelling Showcase: Stories Designed to Inspire Action <i>Participants share stories they developed during the workshop and receive feedback from their peers and faculty. Through practice, editing, and iteration, participants strengthen stories designed for real leadership challenges and different audiences.</i>
2:30pm-4:00pm	Developing a Portfolio of Stories <i>Great leaders don't rely on a single story. They build a portfolio. In this closing session, participants complete a playbook for sourcing, adapting, refining, and applying stories across different situations. Using tools, frameworks, insights, and lessons learned during the program, they co-create a guide they can refer to when they need stories to communicate vision, build trust, lead change, and influence stakeholders, and when they need to build out their story portfolio.</i>
4:00pm-5:00pm	The Significant Objects Briefing <i>In this closing exercise, participants select a significant object from their two-day experience and use it as the starting point for a two-minute executive briefing. Drawing on the tools, frameworks, and stories developed throughout the program, participants distill their key takeaways into a concise message they could share with their team. The goal: reflect on what was learned, why it matters, and how those insights can be shared and applied in the workplace.</i>

**Schedule subject to change*



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Live Online Sample Schedule

DAY 1	Using Stories to Connect and Create Meaning
8:30am-10:00am	Welcome, Overview, and Why Stories Matter Now More Than Ever
10:00am-10:15am	Break
10:15am-11:30am	Finding Stories Worth Telling
11:30am-11:45am	Break
11:45am-1:00pm	Crafting Stories That Stick
DAY 2	Using Stories to Influence, Align, and Change Perspectives
8:30am-8:45am	What Stayed with You?
8:45am-10:00am	Understanding and Engaging Different Audiences
10:00am-10:15am	Break
10:15am-11:30am	Stories That Changed Minds: A Conversation on Leadership and Influence
11:30am-11:45am	Break
11:45am-1:00pm	Pulling Together Story Drafts and Reflecting on Lessons Learned
DAY 3	Using Stories to Lead and Inspire Action
8:30am-9:00am	How Does an AI-enabled World Change How We Think About Storytelling?
9:00am-10:00am	Storytelling Lab: Using AI Without Losing Your Voice, Audience Trust, and Authenticity
10:00am-10:15am	Break
10:15am-11:15am	Storytelling Showcase: Stories Designed to Inspire Action
11:15am-11:30am	<i>Break</i>
11:30am-12:15pm	Developing a Portfolio of Stories
12:15pm-1:00pm	The Significant Object Briefing