

LEADING THROUGH STORYTELLING: THE HUMAN ADVANTAGE IN THE AGE OF AI



WHEN

Oct 15 – 16, 2026 - in person

Dec 9 – 11, 2026 - live online

PRICE

\$5,300

WHERE

In Person - Cambridge, MA
Live Online - Zoom

EXECUTIVE CERTIFICATE TRACK

Management and Leadership

As AI transforms how work gets done, how information gets created and shared, the ability to connect with people becomes an increasingly powerful leadership advantage.

In this highly interactive course, you will explore storytelling as a critical leadership capability. You will learn how stories can help you communicate your vision, motivate action, navigate change, build culture, influence stakeholders, and make complex ideas clear and memorable. Drawing on techniques from journalism, podcasting, narrative nonfiction, and learnings from leadership communication, the course provides practical frameworks and strategies for creating stories that resonate with audiences and drive meaningful outcomes.

Throughout the course, you will explore the foundational elements of effective storytelling: substance, structure, and style. Guided exercises, peer feedback, coaching, and repeated practice will help you shape stories from your own experiences, including professional challenges and successes. By the end of the course, you will have developed one or more stories you can use immediately, along with a practical playbook of frameworks, techniques, and strategies for continuing to build your storytelling portfolio.

Please visit our website for the most current information.

executive.mit.edu/lts

FACULTY*



Shira Springer

TAKEAWAYS

At the end of this course, participants should be able to:

- Recognize storytelling as a strategic leadership capability for building trust, alignment, and action.
- Craft authentic stories from personal and professional experiences using practical frameworks for substance, structure, and style.
- Use storytelling to communicate vision, purpose, change, and complex ideas in ways that resonate with diverse audiences.
- Begin building a portfolio of workplace-ready stories and a repeatable process for developing them over time.

WHO SHOULD ATTEND

This course is designed for leaders who recognize that trust, effective communication, and human connection are increasingly important in an AI-enabled world.

It is ideal for:

Senior executives and emerging leaders

People leading AI adoption and organizational transformation initiatives

Technical leaders seeking to communicate ideas more effectively

Functional leaders responsible for driving change and alignment

Professionals who need to secure buy-in for initiatives and strategic priorities

Leaders responsible for speaking about uncertainty, transformation, or organizational change

Individuals seeking to strengthen executive presence and communication skills

Whether you are leading through change, communicating a major organizational transition, championing a new initiative, or translating technical expertise into business impact, storytelling can help you connect with your audience and inspire action. It is also an essential tool for strengthening culture, engaging teams, and building authentic relationships in today's increasingly digital and distributed work environments.

The program is industry agnostic and appropriate for leaders across business, government, healthcare, nonprofit organizations, technology, engineering, and professional services.

CONTACT INFORMATION

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**Please note, faculty may be subject to change.*