



Corporate Storytelling

“Stories are the single most powerful weapon in a leader’s arsenal.”

Dr. Howard Gardner, Harvard University

At Jackson Leadership Systems, we have been assessing and coaching leaders for three decades. We have seen first hand how critical communication skills are in successful leadership. Dynamic communicators bring colour to their presentations and are able to paint compelling pictures for their audiences. They have many tools in their toolkits, but nothing as powerful as the use of stories. Stories convey ideas more effectively and faster than any other form of communication. They are repeated and remembered far more frequently than any statistical report, because the human brain can process them more easily.

Stories can:

- Convey complex concepts in new ways
- Share a vision and motivate a team
- Develop or renew the sense of purpose held by organizational members
- Build and maintain relationships
- Build commitment to change initiatives



We all have it in us to tell compelling stories – it’s just a matter of sharpening these skills and applying them appropriately to a corporate setting.

Jackson Leadership has developed a coaching process through which we equip you with the skills and experiences required to successfully use stories in your corporate life.

Through this three-session coaching process you:

1. *Learn* the scope and impact of corporate storytelling;
2. *Build* a story repertoire to draw from in the future; and
3. *Sharpen* your storytelling skills by delivering at least two different types of stories in your corporate environment.

The content of this coaching process can also be delivered through a 1-day workshop.

If you are interested in learning more about Corporate Storytelling, please contact us at leaders@jacksonleadership.com or 905-473-7218.