



{ OVERVIEW }

# Storytelling for Leaders

 **Ninth Edge**

Know Better.



# Create meaning. Inspire action.

In today's world, leaders need more than facts and figures to inspire their teams. Without the right tools to communicate a vision, leaders risk disengagement and lack of clarity. Stories, when crafted and delivered effectively, can bridge that gap and provide the emotional connection needed to move teams forward.

## The real challenge is:

**How do you connect with your team, inspire action, and create lasting impact?**

At Ninth Edge, we know that storytelling isn't just for speeches—it's a critical leadership tool.

Our **Storytelling for Leaders** program helps you master the art of using stories to communicate your vision, build trust, and drive action. Whether sharing a personal experience, explaining a difficult concept, or setting a strategic direction, storytelling can elevate your leadership presence.



## You'll learn to:

- Craft compelling stories that connect with your audience emotionally and logically.
- Use storytelling structures to ensure clarity and engagement.
- Deliver stories with impact, using powerful delivery techniques to capture attention.
- Align stories with leadership goals, creating narratives that motivate and inspire action.



## Overview of the Program

- **Welcome and Introduction:** Setting the stage for storytelling as a leadership tool.
- **Identifying Elements of Powerful Stories:** Learning the components that make stories memorable and impactful.
- **Three Powerful Stories for Leaders:** Exploring the three key stories leaders need: sharing who you are, aligning motivation, and providing direction.
- **Aligning Motivation:** Using stories to connect team efforts with larger goals.
- **Providing Direction:** Structuring stories to lead your team toward a shared vision.
- **Practice and Feedback:** Real-time story practice and feedback to refine storytelling skills.
- **Summary and Wrap-Up:** Key takeaways for applying storytelling in daily leadership.

## Target Audience

People Leaders

## Delivery Options

Face-to-Face or Virtual Instructor-Led Training

## Workshop Timing



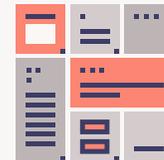
### Half-Day Workshop

- Clarifying the Skill
- Building Self-Awareness
- Feedback and Coaching
- Action Planning



### Full-Day Workshop

- Clarifying the Skill
- Building Self-Awareness
- Feedback and Coaching
- Skill-Development
- Action Planning



### Customizable with Other Ninth Edge Solutions

- Presenting with Impact
- Executive Presence
- Running Effective Meetings





## Leaders who have completed the Storytelling for Leaders program report:

### Deeper connections with their teams

Built on trust and shared understanding, these connections foster stronger relationships and collaboration.

### Clearer communication

Stories that cut through complexity and inspire action lead to clearer, more effective communication.

### More engaged teams

Teams become more engaged when motivated by compelling narratives that align with organizational goals.

Without strong storytelling skills, leaders risk leaving their teams feeling disconnected, uninspired, and uncertain. Complex strategies or visions can fall flat without a narrative that ties it all together.

With Ninth Edge, you'll learn how to harness the power of storytelling to create alignment, inspire change, and communicate with clarity.



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Take the  
next step.

Ready to lead with stories that inspire?

Let's explore how the **Storytelling for Leaders** program can help you connect, engage, and motivate your team.

Click below to schedule a consultation and start mastering the art of leadership storytelling today.

{ Schedule a consultation.  }

