

Leadership Lessons for Any Occasion

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Stories of Our Mothers

Who wants to
hear a story?



Story Telling / Unique Leadership Perspectives

Story of *Powdered Milk, Hot Dog Buns* and *Sock Balls*

Personal story on resourcefulness



Agenda

- Stories of Our Mothers / Unique Leadership Perspectives
- Importance of effective storytelling
- Storytelling neuroscience principles
- Teaching our Unique Leadership Perspectives
- 5 easy methods for using stories
- Questions and answers



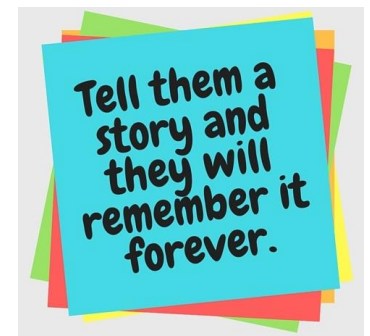


“The most powerful person in the world is the story teller. The story teller sets the vision, values and agenda of an entire generation to come.”

- Steve Jobs

Importance of Stories

- Provides memorable ways to teach priorities, vision, history and values
- Engages and inspires others
- Invokes emotions and leave lasting impressions
- Provides advice for managing opportunities and challenges
- Fosters common understanding



Storytelling - Neuroscience Principles

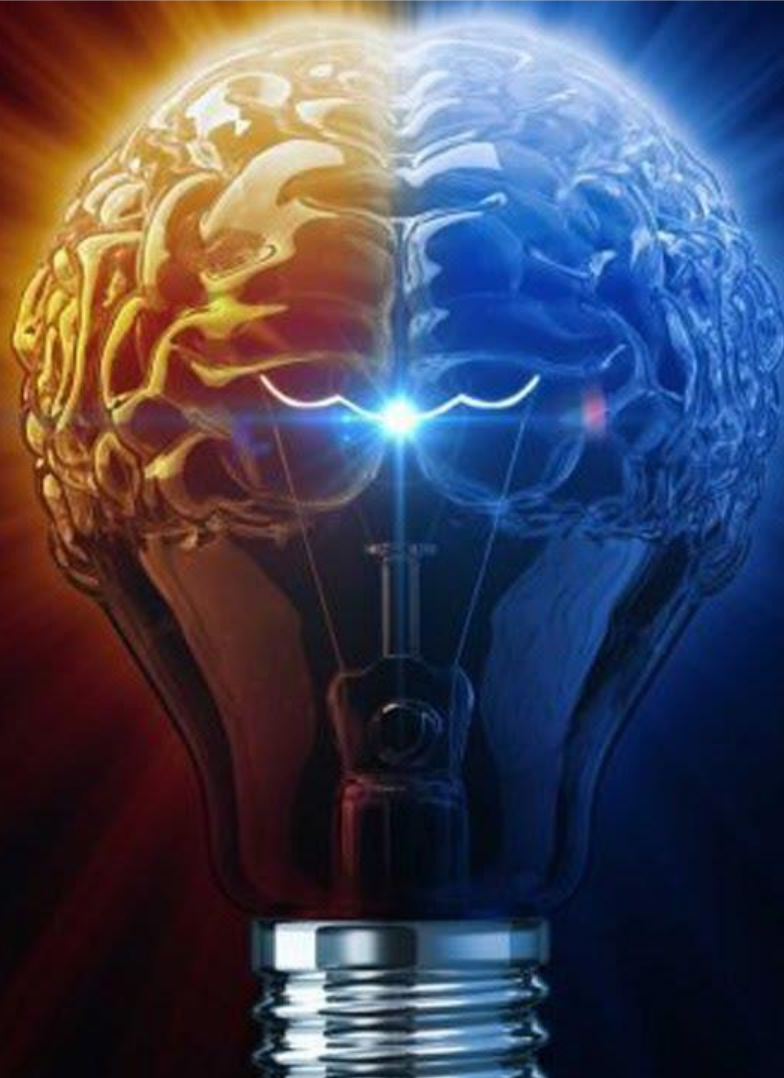
Your brain remembers:

- Pictures first
- Then it remembers emotional content
- Then it remembers language



Brain on Visuals/Storytelling

When we are told a story with rich meaning and visual cues, things change dramatically.



Both the right
and left sides
are activated.

istockphoto.com



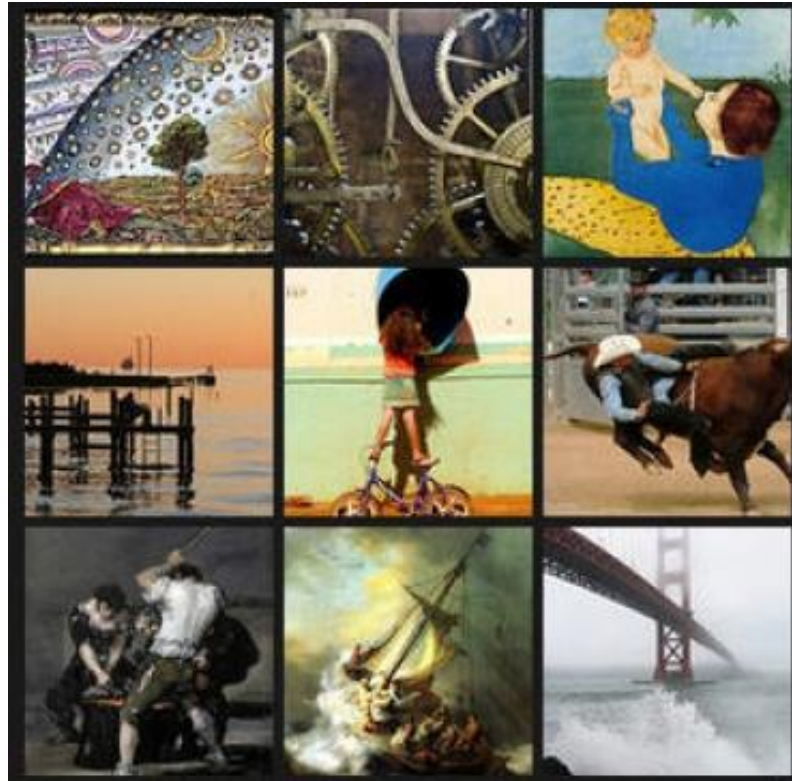
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Visual Explorer

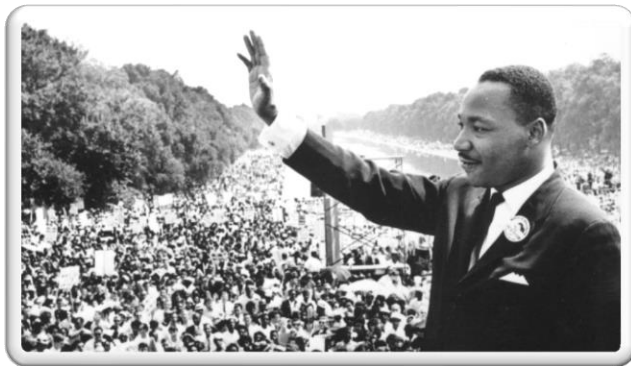
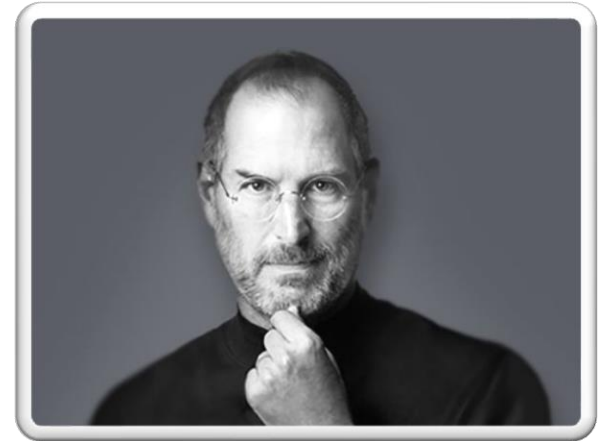


Unique Leadership Perspectives

- The essence of what leaders believe, act upon, teach and expect of themselves and others
- Key values and ideas that have influenced their development, performance and career success

These come to life through
stories!

Storytelling Greats



5 Easy Methods for Using Stories

1. Using visual images



2. Being interviewed or interviewing others



5 Easy Methods for Using Stories

3. Describing your beliefs about important topics

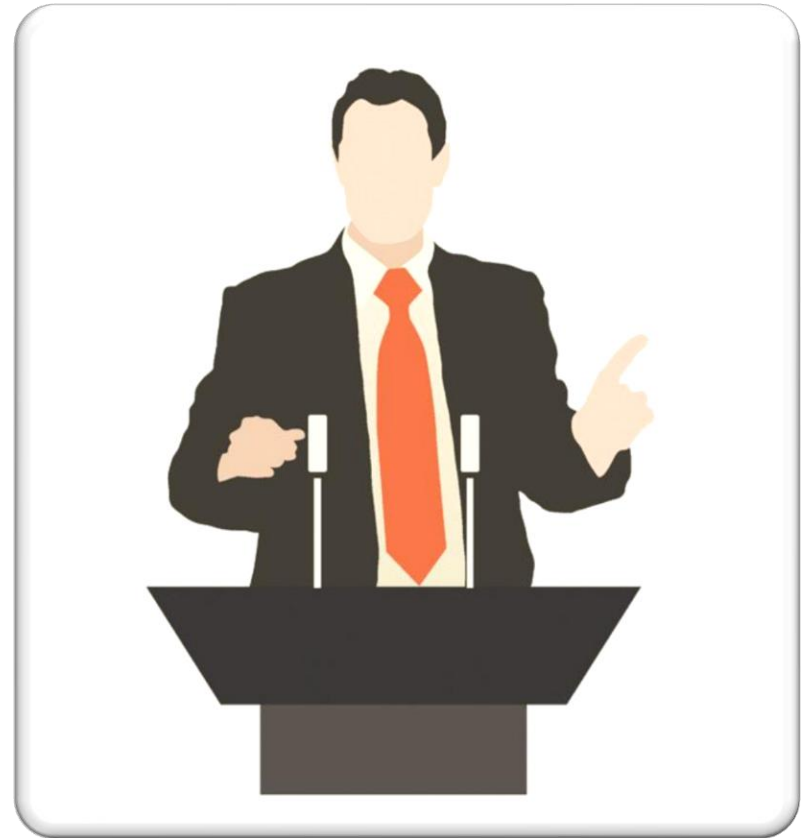


4. Using famous or meaningful quotes



5 Easy Methods for Using Stories

5. Using one of your own stories to help others generate their stories

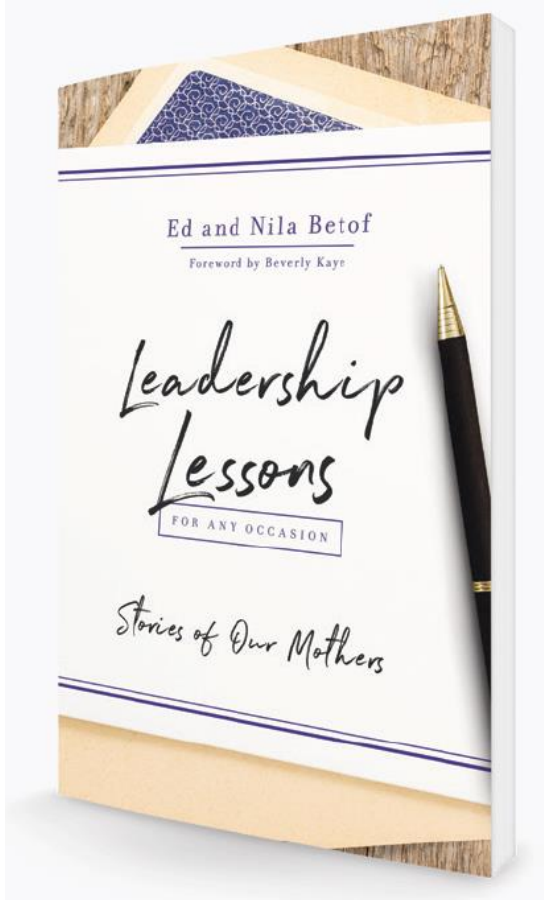


Review

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- Storytelling neuroscience principles
- Teaching our Unique Leadership Perspectives
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THANK YOU!



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