

Metaphor & Stories

“Let’s get on the same page.”

“He’s really the heart of the organization.”

Metaphors are useful messaging tools, and are woven into our daily business language. The real power of metaphor goes beyond these routine uses, however. Have you ever created a great metaphor from scratch? Experienced the excitement of using it with a client or team member and watched the light bulb go off? (there’s another metaphor!). In this workshop, we will explore the creation of **Personal Metaphor** – using an object or activity that you know intimately in order to illuminate a point or educate your audience beyond just dry facts and reasoning.

“I approach this decision the same way I approach sailing; let me tell you a story that happened on the water recently...”

We also explore the craft of **Personal Storytelling**. Storytelling is an important tool for Leaders to reveal personal information while inspiring trust and followership. Who you are is how you lead; therefore, in order to assure followership, you must make yourself known.

Working-in stories that reveal your character traits is a crucial skill of the Trusted Advisor.

In addition, when considering techniques to engage any size audience, an authentic engaging leader will not only reveal herself, but will consider the **learning style(s)** of her audience. Does the audience learn best simply by listening, or are images needed? Does the audience need to process the information by speaking about it, or do they need quiet time to reflect?

Understanding the possible learning styles of an audience will provide many options for both livening up your presentation/conversation, and for influencing your listener(s). Demonstrating that you care about how they receive your message will build authentic connection and trust.

This session is interactive and includes individual creation time to work on stories or metaphors for each participant’s personal business scenarios. This is followed by facilitator and peer feedback. Participants leave having explored techniques to increase their authentic engagement with specific audiences of their choosing.

Half-day to two-day session, based on needs.