

## Story Telling Workshop

### **An enjoyable short take on leadership for all levels of your organisation**

Stephen Drain, Director of AUT Centre for Innovative Leadership will facilitate a Story-telling for Leaders workshop for your team or organisation. Allow two to two and a half hours for this engaging and empowering session which will give you valuable leadership takeouts to use immediately.

### **Why bother?**

With PowerPoint and statistics why do we bother with storytelling? Shouldn't we simply communicate the facts and the trends? Then our people will see the logic and do what they need to do, won't they? Stories provide the human need to understand our patterns of living at a personal and emotional experience. Leaders have a role in motivating others to achieve and we probably already know that we need to engage at an emotional level to do that. When you use statistics, authoritative quotes and theories you are immediately up against the audience's own statistics, quotes and theories. In any case, you'll only convince at an intellectual level. Story telling unites the facts with the emotion to arouse energy and power.

### **What does the workshop cover?**

The workshop provides you with:

- The essential components of a story
- The relationship between story-telling and business
- Why you should take the time to develop your story
- The relationship between leadership and story-telling
- The four truths of a story-teller

### **Next steps**

Biographical information and contact details below. Our fee includes a consultation with you to ensure the focus on the workshop meets your organisation context and needs. We can deliver the workshop at your place or an offsite venue can be arranged.

## About us:

### **AUT Centre for Innovative Leadership offers innovative strategy and authentic leadership development:**

The Centre supports organisational success through leadership development and team effectiveness with its public & tailored programmes and workshops. *Authentic Leadership* programmes are open to commercial, public and not-for-profit senior leaders challenging participants – What makes you a leader? Complementary authentic leadership, functional, new role and career coaching is offered. *Innovative Strategy* programmes include the Innovative Leaders GM Programme and the Strategic Thinking for Leaders Workshop.

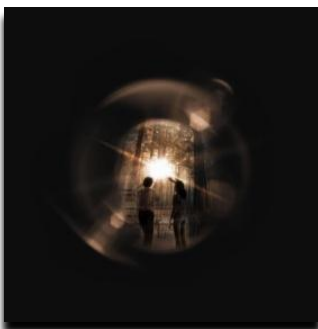
Being part of New Zealand's university for the changing world, we balance theory with application and build on current research and thinking. The team of experienced facilitators, practitioners, registered psychologists and qualified leadership coaches pride themselves on delivering innovative and authentic service with sustainable outcomes.

### **Stephen Drain MBA MHRNZ**

Stephen is the Director of the AUT Centre for Innovative Leadership. He developed and runs the Centre's Authentic Leadership & Innovative Strategy programmes, facilitates tailored programmes & senior team learning sessions, and coaches executives. His particular interests are authenticity, strategic thinking, organisational learning and developing people.

Stephen has been admitted to professional membership of the Human Resources Institute of New Zealand, and is a member of the Institute of Directors and the New Zealand Association of Psychological Type. Stephen has an MBA and a post graduate Diploma in Business (Finance) from The University of Auckland, a Certificate in Company Direction from the Institute of Directors and is a qualified practitioner in a number of personality profiling and leadership feedback instruments (MBTI, FIRO-B, Saville Wave and TMS).

Stephen is a trustee of BLENNZ, the Blind and Low Vision Education Network NZ (Homai) and enjoys distance running, photography, blogging about leadership and the movies.



Stephen Drain  
Director  
AUT Centre for Innovative Leadership  
[www.leadership.aut.ac.nz](http://www.leadership.aut.ac.nz)  
[www.stephendrain.com](http://www.stephendrain.com) (leadership blog)  
[stephen.drain@aut.ac.nz](mailto:stephen.drain@aut.ac.nz)  
+64 21 1962500  
+64 9 9219532