



# Narrative Leadership





# The Impact of Story

# The Impact of Story

- Story Connects
- Story Transforms





# Power & Story



# Constructing a Narrative: The Three Components of Story



**Challenge**



Why did you feel it was a challenge? What was so challenging about it?



**Choice**



Why did you make the choice you did? Where did you get the courage - or not? Where did you get the hope - or not?



**Outcome**



What happened as a result? How did it feel and why? What did it teach you? What do you want to teach us?

# When Constructing A Story:



**Get to the Why**



**Provide  
Detailed  
Imagery**



**Show, Don't Tell**



# Begin With Your Own Story

Choose Which Story To Tell

- Family & Childhood
- Life Choices
- Moments of Leadership





# Begin With Your Own Story

When considering these moments, ask yourself:

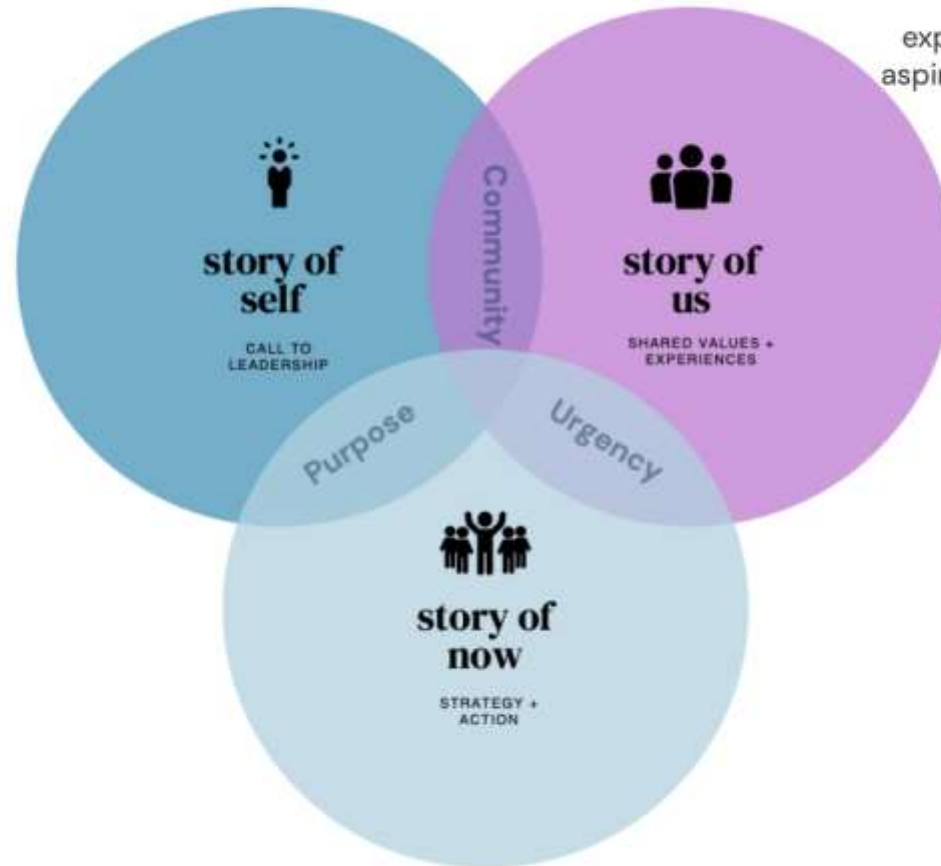
- What values move me to act?
- How might these inspire others?
- What can be learned from these moments?
- Why is it important to share this story?



# A Call To Action: The Story of Us & Now

Your story (Self): In this story you focus on trying to identify key choice points that set you on your path.

The story of your community (Us): In this story you intentionally engage the values, experiences, and/or the aspirations of your team/group/audience.

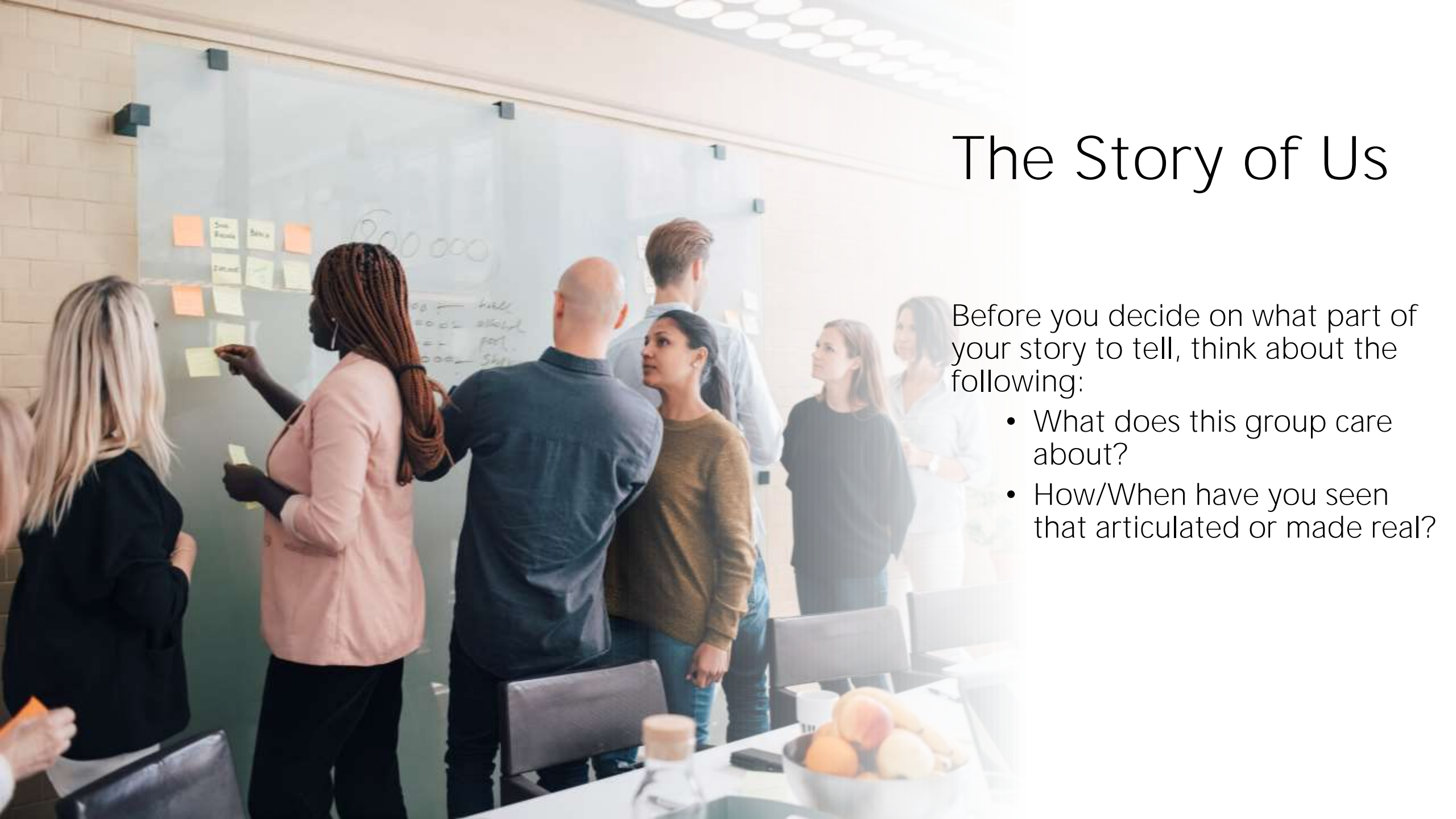


The story of shared action (Now): In this story you focus on the question of what urgent challenge you hope to inspire others around AND what your vision of successful action looks like?

# The Story of Us

Before you decide on what part of your story to tell, think about the following:

- What does this group care about?
- How/When have you seen that articulated or made real?





# The Story of Now

Before you decide what part of your story to tell, think about these questions:

- Why does this need to change now?
- Do we know what needs to be done?
- How will we know when we get there?



Inviting Others To  
Share Their Story:

Stay Curious

Observe How You Feel



# Application: Narrative Leadership in Action



**Individual**

**Team**

**System**

# Situations Where You Might Use Story

- Meeting with team members to have a one on one or share feedback
- Advocating for change within your organization or department
- Beginning a strategic planning meeting when there are different hierarchies, power dynamics or new team members

