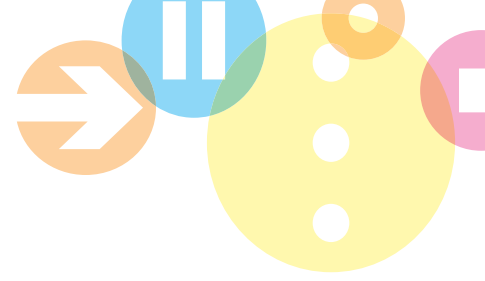# Diversity and inclusion for a virtual environment

> **Stories constitute the most powerful weapon in a leader's arsenal.**
>
> *Dr Howard Gardener*
> *Professor, Harvard University*

> **The lesson of preindustrial societies is storytelling.**
> **All our employees should be storytellers.**
>
> *Anita Roddick*
> *Founder, The Body Shop*

> **When facts are so widely available and instantly accessible, each one becomes less valuable. What begins to matter more is the ability to place these facts in context and to deliver them with emotional impact.**
>
> *Daniel Pink*

Using stories to build inclusion and engagement

PROGRAMME OUTLINE:

Telling a *story* is one of the oldest and most powerful forms of human expression. Today, many organisations recognise that a well-crafted story will engage and inspire diverse audiences in a way which simple facts and figures fail to achieve. For leaders and managers, stories help to foster a culture of *inclusivity* even in a virtual or hybrid environment.

Stories are able to create a *common understanding* in simple, emotionally engaging and memorable ways for people who may come from very different backgrounds, uniting them around an *idea* or *purpose* even when they don't share a common language or culture.

This highly interactive and practical programme will also explore the power *metaphor* has in helping frame these stories.

And it will help participants appreciate the need for the storyteller to build *trust* and *rapport* with their audience, offering the practical skills to do this.

Participants will:

- *Understand how the brain is hardwired to respond to the power of stories on an emotional as well as cognitive level.*
- *Learn the fundamental principles of building a story such as structure, the use of language and tense.*
- *Learn how, by using more of the voice's register, we can bring more variety to our tone, pace and energy in delivery.*
- *Learn practical tips to create a more engaging virtual setting from which to deliver stories.*
- *Have the opportunity to develop and tell their own story which is directly relevant to their role.*

PROGRAMME FORMAT AND DURATION:

Two 2-hour modules.
Run virtually so participants can join from wherever they might be working.

GROUP SIZE:

Suitable for groups of up to six.

For more information, send an email to info@designed4success.co.uk or call us on +44 (131) 357 0369

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