

Storytelling for Leaders

An Experiential Leadership Laboratory from
Pneumos LLC



The Opportunity: In the 21st century, leadership is not about technical expertise as much as it is about fostering connection and build relationships. Constituents across the globe want leaders who are authentic, accessible, and vulnerable in their humanity. To be successful, leaders must understand their own personal narrative, including the stories that have hindered them and the stories that reflect their core values and deepest motivations.

The Innovation: At Pneumos, we believe that storytelling is the most under-utilized aspect of leadership. However when harnessed and used strategically, storytelling allows leaders to be transformational and not just transactional. Armed with the personal clarity and the inspirational genius that only stories can provide, leaders who understand the power of story can use their personal narratives to motivate teams, enhance their leadership ability, and connect to different stakeholders and demographics in a thoughtful and powerful way.

Practical Applications for Story Listening:

- ★ Want to amplify your voice? —> Connect with your personal story.
- ★ Want to enhance your brand? Remember what's most important to you.
- ★ Want to build deeper workplace connections? —> Discover how to be more authentic.
- ★ Want to be more aligned with your values? —> Speak from the heart.
- ★ Want to inspire your team? —> Show more of who you are.

Praise: “This class should be mandatory for all emerging leaders. I have been in an executive management school for nearly four years and this is by far the best class I have ever attended on leadership and business dynamics.” – *MBA student, IESEG School of Management, Paris, France.*

About ThirdStory Revolution: We are the strategic storytelling arm of Pneumos LLC that uses strategic storytelling to stimulate leadership development and transform workplace culture. The brainchild of two creatives who deploy imagination and innovation to address organizational dynamics, ThirdStory Revolution leverages the power of narratives to help create more energized and inclusive work environments.

Our Theme: The most powerful story in any organization is not the story we tell ourselves or glean from each other, but the story we build together to create sustainable organizations. Use the power of story to revolutionize how you do business.

Talk with us about bringing Strategic Storytelling to your organization:

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thirdstoryrevolution

