

# “Storytelling for Leaders Working Across Cultures”

<b>Instructor:</b>	Joanna Sell
<b>Email Address:</b>	tba
<b>Duration:</b>	9 weeks
<b>Language of Instruction:</b>	English

## Description

The narrative approach and working with storytelling practices can be applied in various fields, such as PR, marketing, education, and coaching. This program focuses on working with storytelling and storylistening practices in the context of leadership. Why? Increasingly, today’s leaders need new skills to face rapid changes in the VUCA world. In this course, we are going to discuss how working with stories can be applied by leaders dealing with vulnerability, addressing uncertainty, reducing complexity, and focusing on ambiguity – and in doing so, accepting different perspectives across cultures. Our learning journey starts with working with your own stories that you can apply to lead people; it focuses on working with collective narratives across cultures; and finishes with the concrete implementation of storytelling practices in multicultural groups. Your shared experiences from various cultures and the inclusion of the newest research from neuroscience enrich the course practically and make it unique. Our focus is on leading multicultural groups and teams. Today’s leader has to be both a storyteller *and* a storylistener, and you are going to experience and learn how to work with stories to motivate and inspire other people, to communicate your own vision, and to develop an understanding for different cultural perspectives.

## Learning Objectives

In this course, you are going to focus on leadership across cultures and will get to know possibilities to work with storytelling practices to enhance the development of intercultural competencies and to foster diversity and inclusion. You will get to know various possibilities of how you can work with storytelling practices in the leadership context to communicate vision, to motivate, and to inspire to take action.

## Target Group

Experienced or newly appointed leaders, young professionals, entrepreneurs, graduates, postgraduates, early-career professionals, start-up founders, HR experts, advanced students.

## General Requirements

Participants need to possess English language abilities in speaking and writing on the Upper Intermediate Level (at least B2). Attendance of the live sessions is essential for your successful and meaningful completion of the course. To receive a certificate for this course, you will need to attend at least two of the three live sessions. These live sessions will be combined with additional material and intensive work through the online course platform, both individually and in groups. Please see course requirements for the various assignments.

To ensure a comfortable learning environment for all, please adhere to our [Code of Online Conduct](#).

## Technical Requirements

Stable internet connection.

Fully functional device, such as computer, laptop or tablet (use of smart phones is not recommended) with camera and microphone, headset recommended.

Recommended operating systems: Windows 10 or higher or MacOS 10.13 or higher. Avoid using a VPN.

Software: Webex Meetings. Please log in to Webex at least a day before course start in order to avoid any technical delays on the first live session.

## Course Requirements

Assignments & Readings

Project Presentation (short presentation in PPT, keynotes, prezzi or another program)

Analysis of One Word Stories

## Literature

Provided online.

## Modules

Module	Topics, Guiding Questions, Reading, Assignments
1	<p><b>Live session // Introduction: Storytelling for enhancing leadership skills</b></p> <p>The opening session of the course is all about storytelling and storylistening for leaders and leaders in spe. We are going to work with the MILE model rooted in the human experience that every single journey starts with the first mile, and hence <b>M</b>otivating, <b>I</b>nspiring, <b>L</b>istening and <b>E</b>ncouraging others with stories are the most important skills leaders can develop. And as for the journey, we are going to apply hands-on narrative structures such as the “Hero’s journey” and the Story Canvas to give you inspirations on how you can work with your own stories across cultures.</p> <p>Reading:</p> <p>Sell, J. 2017. Storytelling for Intercultural Understanding and Intercultural Sensitivity Development, in: Chlopczyk, J. Beyond Storytelling, Springer Gabler, pp. 223-249.</p> <p>Hutchens, D. 2021. Story Dash. Find, develop &amp; activate your most valuable business stories... in just a few hours, pp. 21-41.</p>
2	<p><b>Asynchronous session // Topic: Mining for compelling stories</b></p> <p>You are going to work with your own stories and use the story cards to support the process of mining for compelling stories you can share across cultures to inspire, motivate, spread vision, and align to the cultural values.</p> <p>Assignment:</p> <p>Video with short tasks. Individual work</p>
3	<p><b>Asynchronous session // Topic: Working with Story Canvas</b></p> <p><b>Neuroscience of storytelling</b></p> <p>After you have found stories you wish to share, we focus on the creative process of writing and telling compelling stories. The EPIC model, input on neuroscience, and story canvas are for you to support this process. Keep in mind that the focus is on spreading stories on the value of diversity, inclusion and belonging across cultures.</p> <p>Assignment:</p> <p>Video with short tasks, individual work</p>

4	<p><b>Live session // Topic: Practicing storytelling and exchanging stories in story circles</b></p> <p>Practicing storytelling and getting input from peers. Reflection upon expectations of multicultural audiences and readiness to share own experiences in different cultural circles.</p>
5	<p><b>Asynchronous session // Topic: Working with stories at the individual, collective and global level. Danger of a single story.</b></p> <p>Collecting examples of collective and global narratives you are surrounded by and exchange in peer groups. TED talk by Chimamanda Adichie “Danger of a single story”. Mining for examples of collective stories that can be told from different perspectives.</p> <p>Assignment: Writing down expectations towards leaders in cultures you are familiar with (you have lived in, worked in and are part of now). Working with your own examples in peer groups and preparing a common presentation.</p>
6	<p><b>Asynchronous session // Topic: Storytelling and storylistening practices to enhance wellbeing &amp; expand your comfort zone</b></p> <p>The focus of this session is laid on storytelling and storylistening practices and possibilities to expand your comfort zone and to keep your balance adapting to differing cultural preferences without losing yourself in the process while leading across cultures.</p> <p>Assignment: Video with three short tasks</p>
7	<p><b>Asynchronous session // Topic: Storytelling to develop intercultural competencies; Focus on multicultural identities</b></p> <p>Inspired by chosen stories, prepare one-pager on multicultural identities and write down your ideas how stories can help us develop intercultural competencies.</p> <p>Assignment: Analysis of “one word stories” conversations. Self-reflection on your own multicultural identity and what it means for the leadership skills development.</p>
8	<p><b>Asynchronous session // Topic: Storytelling for global leaders</b></p> <p>What skills, mindset and heartset should global leaders bring to the table? Best practices, shared in One Word Stories conversations and in your surroundings.</p> <p>Assignment: How can leaders work with stories to initiate sustainable transformation? – Brainstorming in peer groups.</p>
9	<p><b>Live session // Topic: Story-up leadership</b></p> <p>Focus on the implementation of storytelling and storylistening practices in your personal and professional lives.</p>