



Storytelling Skills for Leaders

TWO-DAY WORKSHOP

21–22 February 2012
Johannesburg

“There can be few talents more important to managerial success than knowing how to tell a good story.”

Michael Hattersley, Harvard Management Updates

An intensive, two-day experiential workshop where participants gain hugely in confidence, feel one metaphoric foot taller, and become a lot more powerful and influential. Arising from Peter Christie’s seminal, extremely popular and highly-rated Every Leader A Storyteller MBA elective at Wits Business School, initiated by him in 1995, the Storytelling for Leaders workshop is designed to develop a leader’s authenticity, spontaneity and creativity through the power of the spoken word through storytelling.

Information

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About the Facilitator

Peter Christie

Strategic Storyteller and Author

Peter Christie, aka Big Chief Talking Bull, has facilitated five international Storytelling in Organisations workshops, at Emerson College and Hawkwood College in England, and at Wits Business School in South Africa, and the Leadership and Storytelling module for MBA students at City University, London. As a part-time lecturer at Wits Business School for the past twenty years, he developed and still facilitates the highly-rated and popular Storytelling in Organisations MBA elective, after having co-ordinated the South African Management Project at WBS in the early 1990s, a project investigating indigenous approaches to leadership and management in the African context. In 2003 Peter was contracted as a Professor of Management and Director of the Leadership Development Centre at DCDM Business School, Quartre Bornes, Mauritius.

A consummate communicator, passionate about the role of storytelling in helping to humanise the world of work, Peter Christie's charismatic character continues to keep him out of mischief with a wide variety of consulting, facilitation, teaching and writing assignments.

About Knowledge Resources

Our focus is to bring you high-quality conferences, seminars and skills-building workshops that will add value in terms of knowledge and skills. The aim is to provide extremely good value for the time and money clients have invested.

Our expertise lies in knowledge about the various disciplines within business and management as well as the knowledge needs of the tertiary, public and private sectors. Event topics are carefully selected to cater for South African needs, without discarding international standards.

Our event titles are researched, practical and case study-related, ensuring we bring our clients up-to-the-minute information, at the same time providing first-rate networking opportunities with leading business colleagues and executives. We surpass on providing our clients with a business knowledge experience!

Workshop aims, key objectives and content

The overall aim of this workshop is to enhance the personal power of participants as influential leaders, with the following objectives:

- Developing practical skills in the art and craft of storytelling.
- Experiencing the practice of storytelling for personal leadership purposes.
- Inculcating the appropriate attitudes for using storytelling fruitfully in organisations.
- Sharing accounts and case studies where storytelling has been successfully applied in the leadership of organisations.
- Applying storytelling skills to address unique organisational issues.
- Understanding the dynamics of storytelling in organisations, and how to apply the appropriate methods, personal style and delivery mechanisms for maximum effects on audiences.
- Overviewing theories, models and concepts related to storytelling in organisations.

Storytelling is

- a universal form of communication that engages people in inter-actions which are at once informative, meaningful and inspirational.
- an enlivening process – a conversational art – which in contrast to more traditional, conventional forms of corporate communication, courageously harnesses the energy of people towards constructive development in their working lives.
- an infinitely powerful process that has been very effectively applied in organisations to achieve a range of objectives including leadership effectiveness, strategic alignment, sales and marketing success, enhanced learning, strengthening corporate culture and identity, intimate team building and sustained change and transformation.
- a key differentiator of leadership success. Howard Gardner's original empirical research on multiple intelligences in leaders across a range of fields revealed firstly, that great leaders are most often consummate storytellers and secondly, they embody the stories they choose to tell.

Workshop Take-Aways

Storytelling for Leaders delegates will receive:

- A personal copy of *Every Leader a Storyteller: Breathing Brightness into Business*, Peter Christie's most recent book on the subject, and published by Knowledge Resources.
- A comprehensive list of recommended readings, bibliography and quotations on storytelling in organisations.
- Copies of the core stories told by Peter Christie during the workshop.
- A Storytelling for Leaders Certificate of Attendance, upon successful completion of the workshop

SETA accreditation

Many of our delegates enquire after our accreditation status. There is a misguided opinion that organisations can only claim their levies back if they use accredited training providers only. This is not entirely correct. In the Government Gazette (No.20865 of 7 February 2000), it clearly states that the Skills Development Levies Act provides for recovery of a levy payment based on the submission of Workplace Skills Plans (WSPs), Workplace Skills Implementation Plans (WSIPs), and the submission of the names of Skills Development Facilitators (SDFs), and not on the basis of making use of accredited providers or NQF-aligned training and development events only.

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Registration

Registration fee

R 8 490.00

The above registration fee includes VAT, lunch and refreshments, parking and workshop material

Terms and Conditions

Please note: Payment must be received before the event takes place. Knowledge Resources reserves the right to refuse admission where evidence of payment cannot be shown.

CONFIRMATION OF BOOKING

Please note: If you have not received confirmation in writing, of your booking before the event, please contact us on 011 880 8540 to confirm that we have received your registration.

SOMETHING HAS COME UP AND I CANNOT ATTEND

If you cannot make it to the event, you have several options (the below options need to be received in writing):

- You may send a substitute delegate in your place, please inform the Customer Care Department of the new name for registration purposes. No additional charges will be applicable for substitutions
- You may transfer at no extra charge to another event, provided you do so in writing at least 10 working days before the event. Transfers within the 10 working days will be charged an administration fee of 20%
- You may cancel your registration, in writing, up to 10 working days before the event takes place. Cancellations inside of 10 days will be liable for the full fee
- Unfortunately, no refund or credit can be given to delegates who do not attend without giving prior notice
- Registrations received during the 10 working days before the event date, will not be excluded from any terms & conditions

In the event of unforeseen circumstances Knowledge Resources reserves the right to change the programme content, the speakers, the venue or the date. You will be notified no less than 5 working days prior to an event. Should the event be postponed, you will have the option to attend the next available date of the relevant event. The registration fee will be credited on delegate accounts, should they opt not to attend the next available date of the relevant event or in the case where an event is cancelled.

PAYMENT

- Cheques should be made payable to Knowledge Resources (Pty)Ltd. Please do not mail any cheques.
- Electronic Transfer or Direct Deposit into our bank account, validated by faxed copy of transaction slip

Nedbank Cresta
Account No.: 1913164489
Branch Code: 191305
FAX: 011 880 8700

Please note: Payment must be received by no later than 15:00 the day before the first morning of the event.

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Crous Knowledge Resources Pty Ltd T/A Knowledge Resources
Ground Floor, The Mews, 173 Oxford Road, Rosebank, 2196
Company Reg. No. 1991/000853/07

Special Offer

- Register 3 delegates and the 4th delegate attends free of charge!
- Special discount for registered NPO's, small businesses (30 or less employees) & full-time lecturers at universities/colleges/schools – contact us for more information!

Registration Methods

- Register online GO TO www.kr.co.za
- Phone Plaxy Kathumba on 011 880-8540
- Fax completed registration form to 011 880-8700 / 9829
- Email completed form to plaxy@knowres.co.za

Once payment has been made please fax through proof of payment with the event's name written in the top right-hand corner

PLEASE NOTE Delegates will not be allowed entry to the event if payment has not been received.

Booking made by

Phone Email

Date Signature

By signing this registration form, the delegates agree to the enclosed terms and conditions

DELEGATE 1

Name Title

Designation

Phone Fax

Cellular Email

Company

Company VAT Number

Postal Address

Postal Code

Dietary Requirements

DELEGATE 2

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

DELEGATE 3

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

DELEGATE 4

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

DELEGATE 5

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

CREDIT CARD PAYMENT

Card Holders Visa / Master Amex Diners Mark appropriate box Expiry Date

Card No. CCV No.

Amount (All prices include VAT)

Date Signature