MGP 407: Storytelling for Leadership
(1 Unit) in 2222 Sac Ed Ctr., S 9-12 n, 2-5 pm
Sunday: April 22nd and May 6th, 2012

MGB 407: Storytelling for Leadership
(1 Unit) in 1503 Bishop Ranch, SU 9-12 n, 2-5 pm
Sunday: April 29th and May 13th, 2012

Instructor: Arina Isaacson, MA
arina@arinainc.com

**STORYTELLING FOR LEADERSHIP**

"Leadership is autobiographical. If I don't know your story, I don't know who you are as a leader."

*Noel M. Tichy: The Leadership Engine*

**Required Readings:**


3) Textpak
   “Discovering Your Authentic Leadership’ Harvard Business Review
   “Storytelling that Moves People: Harvard Business Review
Optional Readings:


The journey to authentic leadership begins with understanding the stories of your life. Your life story provides the context for your experiences and through it, you can find the inspiration to make an impact on the world.

The ability to create and tell certain kinds of stories is not only a useful tool, but an essential prerequisite to being an inspirational leader. Stories provide visual maps and images for conveying who we are, where we came from and why we are going in a particular direction. You will learn to harvest your own experiences for powerful lessons and identify the authentic moments that resonate with the audience. You will also study Authentic Leadership Presence which is the skill set for motivating, inspiring, influencing, persuading and connecting to the thoughts and feelings of your audience (whether one or many).

Storytelling as a form of persuasion will provide you the opportunity to build your own storytelling techniques.

Key points:
- Storytelling is a powerful technique for inspiring, motivating, and conveying lessons on leadership
- Storytelling is an art that leverages story content, structure and delivery to impart a message
- Storytellers who show up and choose to be present (centeredness) have the power to connect with the audience through vocal delivery and physical presence.
- Storytellers who pay attention to what has heart and meaning can harvest their own experience for powerful lessons and identify the authentic moments that resonate with the audience.
- Storytellers must structure their stories purposefully to have maximum impact.

The goals of this elective are for you to internalize the fundamental principles behind stories that educate, influence, motivate, inspire, persuade and connect. You will practice the three elements of telling powerful leadership stories:
- Story Structure: crafting concise and powerful stories from personal experience that paints a picture and lands the message.
• Story Content: defining the intent behind telling the story, identifying the heart of the message, and being authentic.

• Story Delivery: using voice, breath and mental centeredness to connect with the audience and be fully present while storytelling

There will be an in class discussion, in terms of structure, story and delivery of several CEOs that use stories in their presentations.

Between the first and second class meeting, you will create a visual “River of Life” poster that will help you navigate the relevant people, experiences and turning points in your life. This assignment will help you craft and tell different kinds of stories: “Who I Am”, “The Vision”, “Learning from Failure”, and “Values-in-Action” stories.

There will be one relevant outside book readings and one written story as a homework assignment.

READING ASSIGNMENTS

Class 1 / Pre-read (April 22nd Sac & April 29th Bishops Ranch)


Class 2 (May 6 Sac & May 13th Bishops Ranch)


**FINAL WRITTEN ASSIGNMENT due May 16th, 2012:**
Write a feature article for a newspaper where you profile an inspirational leader from your family, personal life, or professional life.

Select from the following prompts to discuss: What are their leadership characteristics and capabilities? How do you know that they are an inspirational leader? What has been your experience? What stories do they tell and what leadership practices do they engage in? Who are the people they motivate and inspire? How does this inspirational leader change or improve the lives of those they motivate and inspire? How did they change or improve your life? What are the results? What did they do in helping you become the person/leader that you are today?

Include a box in the article where you summarize their best practices.

The person may be:
- a coach
- a parent or grandparent
- a teacher
- a boss
- a clergy person
- a famous person

Each article should be between 500 - 1000 words and should include a picture of the inspirational leader, if possible.

Please submit this feature article by the final class, May 20th. Email to arina@arinainc.com

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**Grading Policy**

Storytelling for Leadership will follow the below grading guidelines. As communication is a qualitative discipline, much of the grading criteria are subjective.

**Criteria for presentation grades (60%):**
- Preparation and quality of the prepared stories
- River of Life
- Final Written Story
• Ability to speak spontaneously in delivery of prepared and unprepared stories
• Logical and clear structure of speech/stories
• Uniqueness of speech/stories
• Delivery
• Risk-taking
• Authenticity
• Creativity
• Progress incorporating prior feedback and demonstrated improvement

As a leader you will be speaking informally and giving feedback as often, if not more often, than giving formal speeches. Therefore learning to give feedback is a critical component of leadership communication.

Criteria for participation grades (40%):
• Level of engagement
• Quality (not quantity), depth, and tone of comments and feedback
• Contributions to a constructive learning environment
• BE ON TIME, be prepared and attend every lecture

To earn a high grade, students must exceed the expectations.
• Any student who challenges him or herself will receive a better grade than a student with an equally well prepared and delivered speech who does not.
• Each student enters with a different level of skill and experience. We expect every student to participate in a meaningful way in each class, offering constructive feedback, and incorporating comments from others to improve.

Attendance is mandatory. there is no way to experience, nor make up, for what you miss.
• Missing any part of a class will reduce your grade by 2 sub-grades (e.g. A- to B) on that presentation.
• Missing two classes will result in a failing grade.
• If you know you are going to be absent e-mail Arina as far in advance as possible so we can discuss your situation.

Working Schedule – Topics

Week One
Story One
1. Who am I and Why am I here? (Story 1) (Who am I Story)
Story Two
2. Moments of Triumph, Courage, Risk Taking
3. Moment of Failure: mistakes made along the way. What did you learn? How did this influence who you are as a leader?

**Week Two**

**Story One**
1. A life changing moment (moment of transition). What did you learn? How did this influence who you are as a leader? *(Who am I Story from River of Life)*

**Story Two**

**Choose one topic:** *(From River of Life)*

2. Value Story: One to three values that give your life meaning and an early experience where you learned something about those values.

3. A Challenging Situation in a personal or business environment where you took a controversial position.
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<thead>
<tr>
<th>Week</th>
<th>Activity</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>April 22nd</td>
<td>Case Study; Leadership Presence and Storytelling Skill Set:</td>
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<td>Sac</td>
<td>PRES MODEL: Present. Reach Out. Expressiveness. Self Knowing</td>
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<td>Bishops Ranch</td>
<td>Story #2 Moments of Triumph, Courage, Risk-Taking Moment of Failure and Lessons Learned</td>
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<td>Prepare River of Life for Session 2</td>
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<td>Week Two:</td>
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<td>May 6th Sac</td>
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<td>May 13th Bishops Ranch</td>
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<td><strong>River of Life: Debrief River of Life</strong></td>
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<td><strong>Continue Storytelling Skill set:</strong></td>
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<td><strong>Practice Session:</strong></td>
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<td><strong>Story</strong></td>
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<td>1. <em>A life changing moment</em> (moment of transition). What did you learn? How did this influence who you are as a leader? <em>(Who am I Story from River of Life)</em></td>
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<td><strong>Choose a second topic:</strong> <em>(From River of Life)</em></td>
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<td>2. <strong>Value Story:</strong> One to three values that give your life meaning and an early experience where you learned something about those values.</td>
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<td>3. <strong>A Challenging Situation</strong> in a personal or business environment where you took a controversial position. With constructive feedback: What’s working/what needs work?</td>
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<td><strong>Bring completed River of Life to class</strong></td>
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<td><strong>Textpak:</strong></td>
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<td>“Storytelling That Moves People.”</td>
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<td><strong>Book: Leadership Presence:</strong> pg.191-225</td>
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<td><strong>May 16th:</strong> Final Written Story Paper Due. Email to Arina at: <a href="mailto:arina@arinainc.com">arina@arinainc.com</a></td>
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ARINA ISAACSON, MA

For the past 21 years Arina Isaacson has brought her expertise to the field of inspirational leadership. She is a communication consultant and executive coach specializing in authentic presence, presentation and storytelling for leadership. Arina has worked with leaders and senior executives and teams in Fortune 500 companies and institutions around the world and across diverse cultures and industries. Over the course of her career she has coached thousands of men and women in the art of leadership presence, emotional intelligence, interpersonal communication, trusted advisor and the art of crafting and telling compelling leadership journey stories.

Arina is on the adjunct professional faculty at UC Berkeley, Haas School of Business and UC Davis Graduate School of Management. She has taught at Kellog Graduate School of Management at Northwestern University, and the Olin School of Business at Washington University. She is part of the senior faculty with the annual Executive Coaching Institute for the Center for Executive Education, UC Berkeley Haas School of Business.

Arina is the principal of Arina inc, an executive coaching and consulting practice that specializes in developing authentic presence and creativity through communication and speaking coaching (www.arinainc.com).

Arina creates an interactive environment where she challenges, inspires and coaches participants to identify and transform their communication weaknesses into communication strengths. She is known for her intuitive, dynamic, ‘hands-on’ style of coaching and consulting. She utilizes inclusive, lively, unorthodox, and experiential techniques to create learning experiences that are powerful and transformative. As a result of her rich life experience, Arina is able to focus intensely on a very specific set of interpersonal leadership skills that allow people make authentic connections.

Arina is an internationally recognized, and award winning, theater director actress, master storyteller and visual artist (www.arinaart.com). She is founder and artistic director of the San Francisco School of Improvisation. She received her MA degree in Education, Linguistics and Communicatio