MGP 407 / MGB 407: Storytelling for Leadership

UNIT OF CREDIT: 1 Unit

INSTRUCTOR: Doy Charnsupharindr (doy@haas.berkeley.edu)

CLASS DATES/TIME/LOCATION:

MGP 407 Sacramento
- Sunday, June 23rd (9:30am–12:00pm, 1:00pm–3:30pm)
- Sunday, June 30th (9:30am–12:00pm, 1:00pm–3:30pm)

MGB 407 San Ramon
- Sunday, July 14th (9:30am–12:00pm, 1:00pm–3:30pm)
- Sunday, July 21st (9:30am–12:00pm, 1:00pm–3:30pm)

CLASS FORMAT: Lectures, skills building and learning activities, leadership study

COURSE OBJECTIVES

1. To understand the benefits and applicability of leadership stories to become an authentic and inspirational leader
2. To discover personal values and leadership stories to establish who you are as a leader.
3. To develop leadership presence, confidence, and communication skills to motivate, inspire and connect to the thoughts and feelings of others.

COURSE DESCRIPTION

Inspirational and authentic leaders understand that in order to inspire and earn the trusts of others, they must first be willing to reveal who they are and what they truly believe in. Through their leadership stories, they are able to share their life experiences, illustrate their beliefs and values, and inspire the people around them. A compelling story provides narratives, clear images, and even emotions. It helps us relate, understand, and connect with one another in a way that facts and numbers alone cannot.

In this course, we will study examples of inspirational leaders and learn from their stories. More importantly, you will have the opportunity to discover and tell your own leadership stories—who you are, your personal beliefs and values, and your personal/professional aspirations for the future. The goal of the course is to provide the foundations to develop both the content and the delivery of a compelling story:

- Story Content – Learn how to craft concise but impactful stories from your own personal experiences that convey truth and meaning to your audience.

- Story Delivery – Practice the storytelling techniques and communication skills that will enable you to motivate, inspire, and connect with the thoughts and feelings of others.
COURSE OUTLINE

Day 1 - Discovering Your Leadership Stories
- Why leaders need to tell stories
- Study of inspirational leaders and their stories (examples include Steve Jobs, Nelson Mandela, Sheryl Sandberg, etc)
- Discovering your leadership stories (“River of Life” exercise)
- Introduction to storytelling techniques and communication skills (including voice, body language, eye contact, breathing, etc)

Day 2 - Telling Your Leadership Stories
- Storytelling techniques (continued)
- Developing your leadership presence and communication skills
- Demo and practice telling your leadership stories (“Life Changing Moment”)
- Applying leadership stories and storytelling techniques in your personal/professional life

REQUIRED READINGS


OPTIONAL READING


BASIS FOR FINAL GRADE

Course Requirements:
- Attendances during all hours of the course are mandatory.
- Class participation and completion of in-class exercises.
- Submission of both written assignments.
ASSIGNMENTS

For Day 1
• Read the HBR articles: “Discovering Your Authentic Leadership” and “Storytelling that Moves People”
• Read Denning’s Introduction (pp.1-14) and Chapter 1: Telling the Right Story (pp.15-39).

Between Day 1 and Day 2
• Read Denning’s Chapter 2: Telling the Story Right (pp.40-56) and Chapter 12: A Different Kind of Leader (pp.269-289)
• Submit My Leadership Stories written assignment.

Written Assignment #1: My Leadership Stories

Select 3 stories from your own life experiences that represent the following:
• Story #1: My Value – What is a value that you are living? What early experience in your life taught you about that important value?
• Story #2: Moment of Pride – When did you achieve something important in your life? Why was that moment important to you?
• Story #3: Moment of Learning – When did you take a risk and failed at something? What valuable lessons did you learn from it?

Write these stories using the format of a compelling story that we discussed in class.
• Include the date and place.
• Begin the story with a vertical takeoff!
• Have a clear beginning, middle, and ending to the story.
• Remember that the most compelling stories don’t have to be long.

Final Assignment
• Submit Inspirational Leadership Profile essay.

Written Assignment #2: Inspirational Leadership Profile

Write an article that features an inspirational leader. This person could be a public figure or someone you know is your personal/professional life. Observe how they use stories when they communicate with others. Include the following:
• Tell one of the leadership stories you have heard from this person. From that story, what did you learn about their beliefs and values?
• What inspired you about the content and the delivery of their stories?
• What specific leadership and communication skills that you observed? How could you apply these skills to motivate, inspire, and connect with the people around you?

Each article should be between 600-1,000 words. If possible, your article should also include a picture of the inspirational leader.
BIOGRAPHICAL SKETCH

Doy Charnsupharindr is a faculty member at UC Berkeley’s Haas Business School, teaching MBA-level courses focusing on developing leadership, communications, and coaching skills. He teaches High Impact Leadership courses at the Center for Executive Education at UC Berkeley, and was also a guest lecturer at the Berlin School for Creative Leadership in Germany. In addition to his role as an instructor, Doy is also a certified executive coach with specialty in leadership and communications skills. He has conducted many workshops in the USA, Asia, and the Middle East for leading high technology, consulting, and financial services firms, as well as non-profit and governmental organizations. When coaching and training professionals, he draws upon his own experiences as a business strategist, a product manager, and a director in operations overseeing global teams in the financial services and high-tech industry.

Doy has a BA in Economics from Stanford University and an MBA from UC Berkeley’s Haas Business School. He is a certified coach from the Berkeley Executive Coaching Institute. While at Stanford, he directed Stanford’s Mixed Company a cappella group, produced an album, and won the 2001 Contemporary A Cappella Recording Award (CARA) for one of his many a cappella arrangements. His love for the performing arts extended to other stages as an actor—from Shakespeare to Broadway musicals—and a dancer with Bay Area’s dance companies. Today, Doy utilizes his extensive experiences in the performing arts to develop communicating skills and leadership presence for others.

Growing up in a multicultural and multilingual household, Doy has a deep appreciation for diversity and different perspectives. He spent half of his life in Southeast Asia and the other in America and has met many inspirational leaders and powerful communicators—each with their own qualities and approach. Doy’s goal as a coach and instructor is to be the catalyst for others to discover their full potential as an authentic leader and inspirational communicator.