

## Storytelling with a Purpose

Tuesday

13 August 2019



# STORYTELLING WITH A PURPOSE

## **INTRODUCTION**

For senior executives, storytelling could be a powerful tool to influence, inspire and lead others. It is different from storytelling for general staff when the focus is more on sharing cases or experience, the primary message behind most stories executive share is their vision, whether reinforcing existing one or making people looking forward to a future one. Therefore, getting your vision (your message) straight in the first place is a must, then we articulate and deliver it.

## **OBJECTIVES**

Upon workshop completion, participants will be able to:

- Present a story that delivers the key message that they want to convey
- Ensure their presentation creates a memorable storyline in their audience's minds
- Understand what preparation is needed to make a really professional presentation
- Add real cases, anecdotes and metaphors to their presentations to maximize impact

## **DESIGNED FOR**

Mid-level managers looking to deliver engaging and impactful presentations and reports in a way that inspires and creates buy-in

## **CONTENTS**

### **1. The Power of Storytelling**

- Understand why storytelling is used in the business context and the impact stories could deliver

### **2. Warm-up: 1 Minute Storytelling**

- A warmup activity for participants to start experiencing the fun and the challenges of storytelling and develop a self-awareness on how they perform in storytelling

### **3. Delivering Your Key Message**

- All good stories deliver a key message? What is yours? We will employ various tools to help define the key message

### **4. Audience Analysis - The 3P's (People / Purpose / Payoff)**

- Who is your audience? We make use of a 3P's Framework (People, Purpose Payoffs) to analyze the audience

### **5. Shaping Your Story**

- Introducing to the participants the concepts of story types, structure and plot, participants work on shaping the story to deliver the key message

### **6. Show Time**

- The participants practice delivering the stories they developed and receive feedback from the workshop facilitator

[Register Now](#)

## **METHODOLOGY**

Theory, Application, Practice and Evaluation (TAPE)

This four-step process ensures trainees understand what they are going to learn, know the real-world application, demonstrate the skills and receive comprehensive feedback. We use individual activities, group work, case studies and team tasks in order to make this training both fun and interactive!

## **DATE & TIME**

Tuesday, 13 August 2019

9:00 am – 5:00 pm

## **FEE** (Inclusive of tea/coffee breaks)

HKMA Member: HK\$2,780

Non-member: HK\$2,980

Early bird discount: HK\$200 each

(For those who make payment one month before the course commencement date)

## **VENUE**

The Hong Kong Management Association

1-6/Fs First Commercial Building

33-35 Leighton Road

Causeway Bay HONG KONG

## **LANGUAGE MEDIUM**

English

## **WORKSHOP LEADER**

Ms Helen O has extensive experience in executive coaching and workshop facilitation, having led and conducted projects and programmes in Hong Kong, China, India, Japan, Korea and other parts of Asia. Having grown up in Hong Kong and Singapore, studied in France, and with working experience in Singapore, Australia, Hong Kong, China and project experience in the USA, UK and throughout Asia, Helen understands the challenges faced in multi-cultural groups and is able to impart her experience in working effectively in multi-cultural groups in a systematic manner.

Over the last 20 years, Helen has conducted numerous leadership and communication skills training programme in Asia. She developed and delivered a range of training and workshops on leadership communications, story-telling, influential, structured & cross-cultural communication, coaching skills and presentation skills training.

## **ENQUIRIES**

For course details, please contact Ms Diana Li on 2774-8552; or visit the HKMA website: [www.hkma.org.hk/seminar](http://www.hkma.org.hk/seminar). For course enquiries and reservations, please call Customer Service Department on 2774-8501 or via fax 2774-8503.

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# Enrolment Form

## Storytelling with a Purpose

13 August 2019 SG-47613-2019-1-FC

FEE: HKMA Member: HK\$2,780

Non-member: HK\$2,980

Early bird discount: HK\$200 each (For those who make payment one month before the course commencement date)

Name (Mr/Ms): \_\_\_\_\_  
(Surname) (Other Names)

HKID Card No.(For verification of the applicant's identity): \_\_\_\_\_ Date of Birth (YY/MM/DD): \_\_\_\_\_

Position: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Company: \_\_\_\_\_

Address of Company: \_\_\_\_\_

Job Function (e.g. Accounting), please specify: \_\_\_\_\_

Nature of Business (e.g. Retail), please specify: \_\_\_\_\_

Telephone No. (Office): \_\_\_\_\_ (Residence): \_\_\_\_\_ (Mobile): \_\_\_\_\_

E-mail: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Cheque Number: \_\_\_\_\_ Cheque Amount: HK\$ \_\_\_\_\_

Name and Title of Nominator (Mr/Ms): \_\_\_\_\_

Nominator Email / Address: \_\_\_\_\_

Sponsorship  Company-sponsored  Self-sponsored

Education Level:  Doctoral degree  Master's degree  Bachelor's degree  HKMA Diploma

Other Diploma  Matriculation  F.5 / HKDSE  Others (Please specify): \_\_\_\_\_

Where did you **FIRST** learn about this programme?

Email Promotion from HKMA  Direct Mail by Post

HKMA Website  Others (please specify): \_\_\_\_\_

### Note for application

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2365-1000**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Diana Li on 2774 8552. Website: [www.hkma.org.hk](http://www.hkma.org.hk)
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

### Personal Data Collection Statement

1. The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
2. The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
3. Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

### Notes

1. I understand that all handout materials obtained in class are strictly for my own educational purposes.
2. I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_