

Storytelling for Technology Leaders: Beyond the Numbers

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CAUDIT Leadership Institute

from a previous Institute experience as an observer.

- Information may be shared only verbally.
- You may not use pen, pencil, markers, paper, iPad, computer, or phone to record or communicate.
- You may not show your notes to any other team members.

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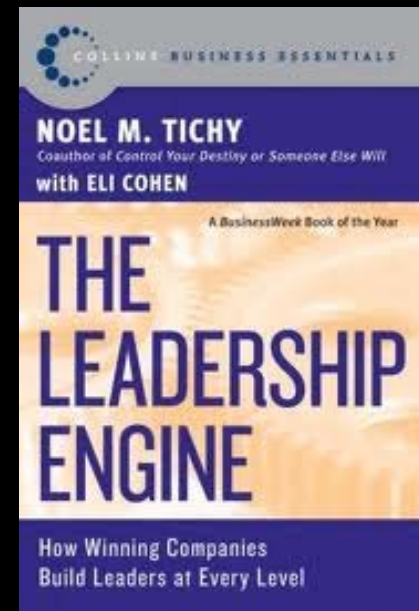
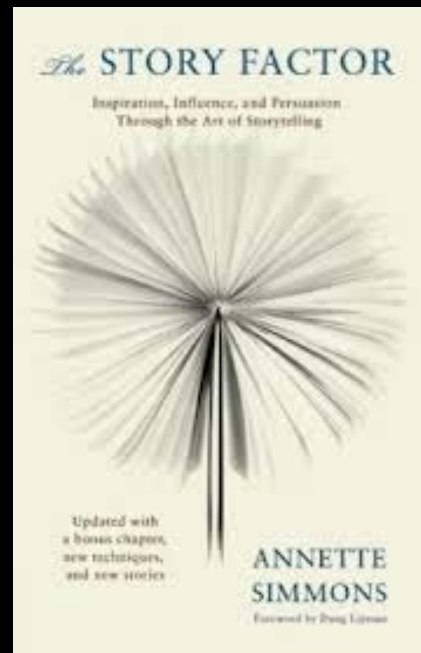
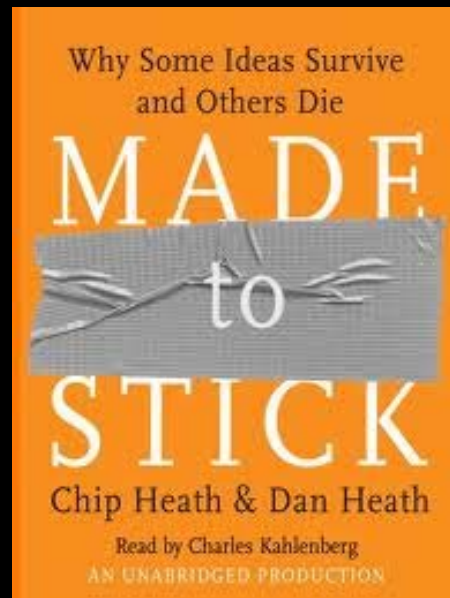
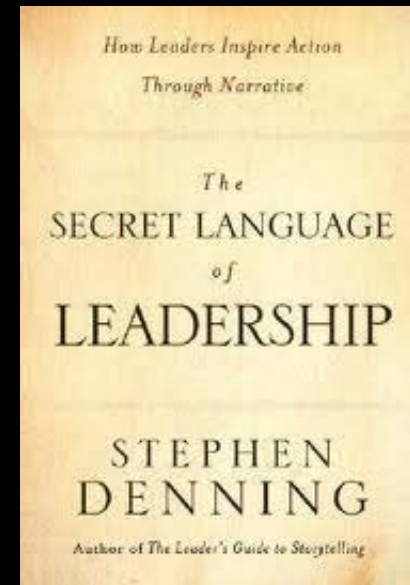
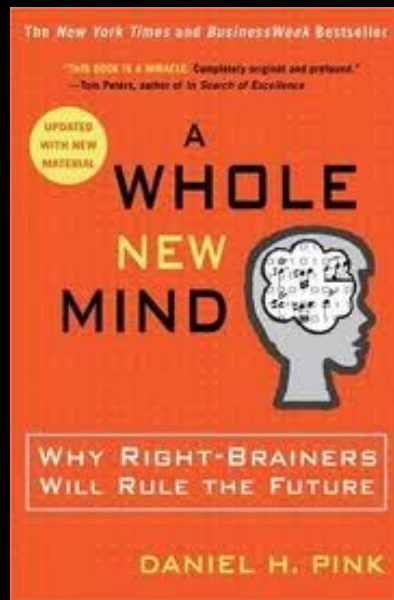
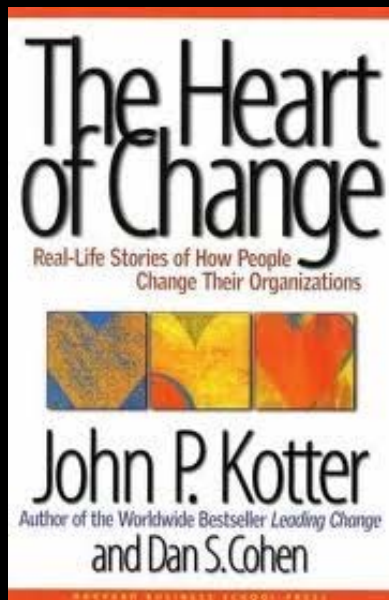
WORLD BANK



Microsoft

3M



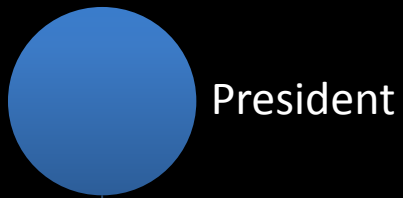


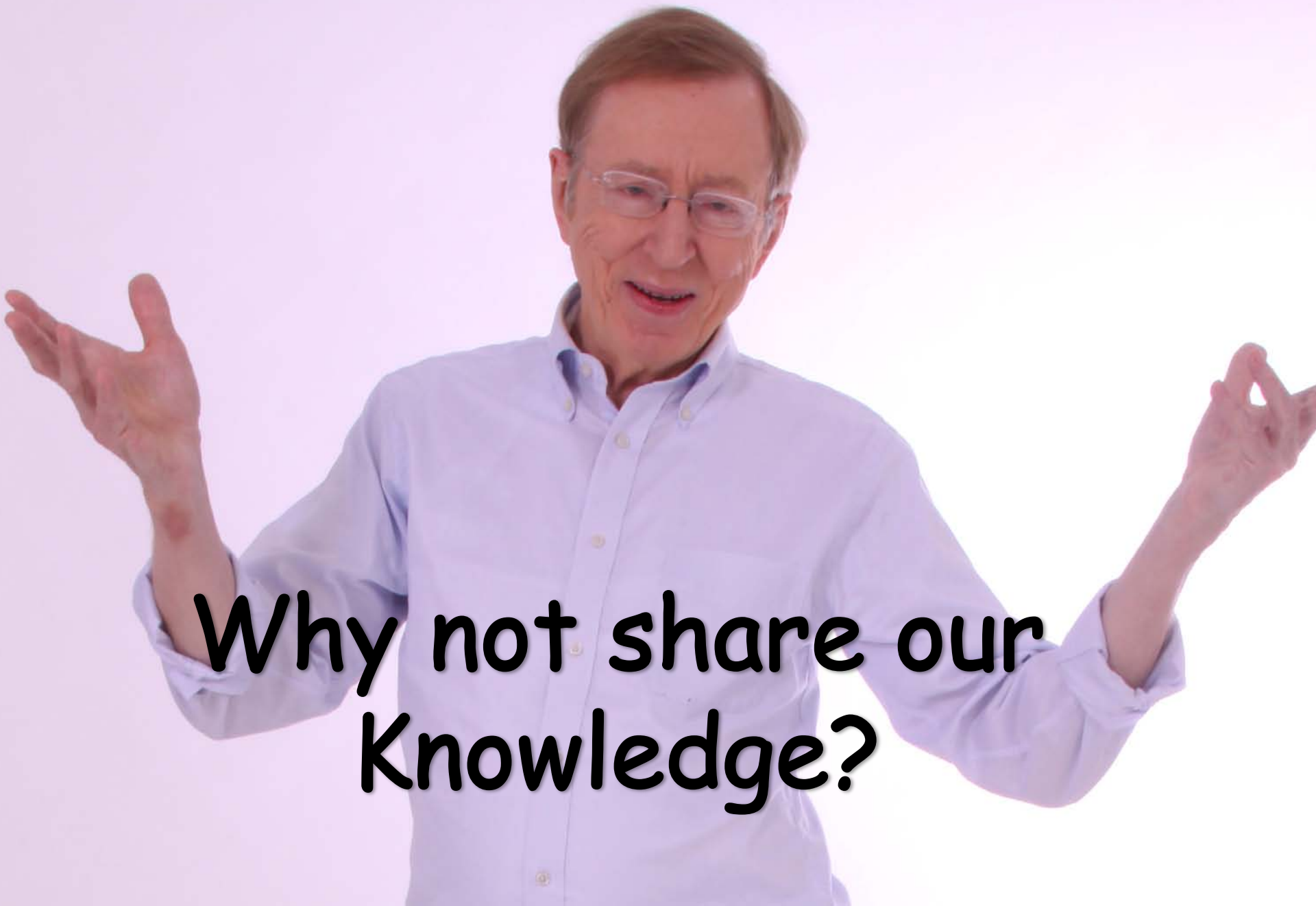
Kotter's 8 steps for successful change

1. Increase urgency
2. Build the guiding team
3. Get the vision right
4. Communicate for buy-in
5. Empower action
6. Create short-term wins
7. Don't let up
8. Make change stick

People change what they do less because they are given *analysis* that shifts their *thinking* than because they are *shown* a truth that influences their *feelings*.

- John Kotter, *The Heart of Change*





**Why not share our
Knowledge?**

Stories to ignite change

- Change idea is clear and worthwhile
- True example where it has happened
- Specific date and place
- Positive in tone
- Minimalist telling

Purpose - create a new story
in the mind of the listener



TIME

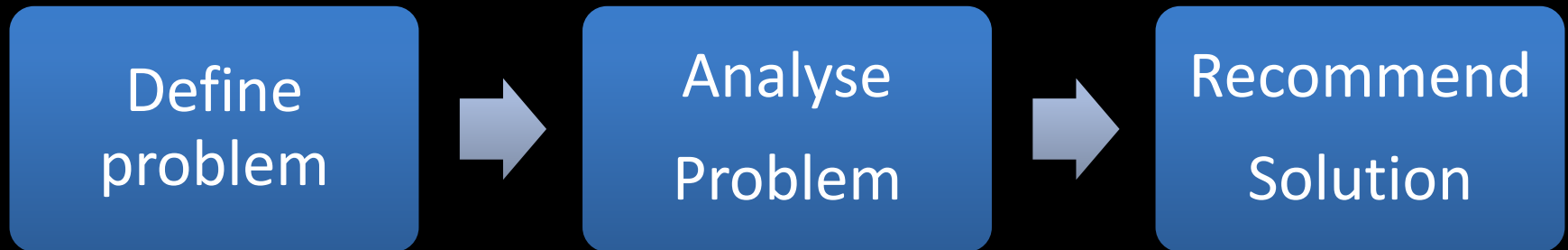
WAITING
FOR

PEROT

HE'S LEADING
IN THE POLLS,
BUT CAN HE
LEAD THE NATION?

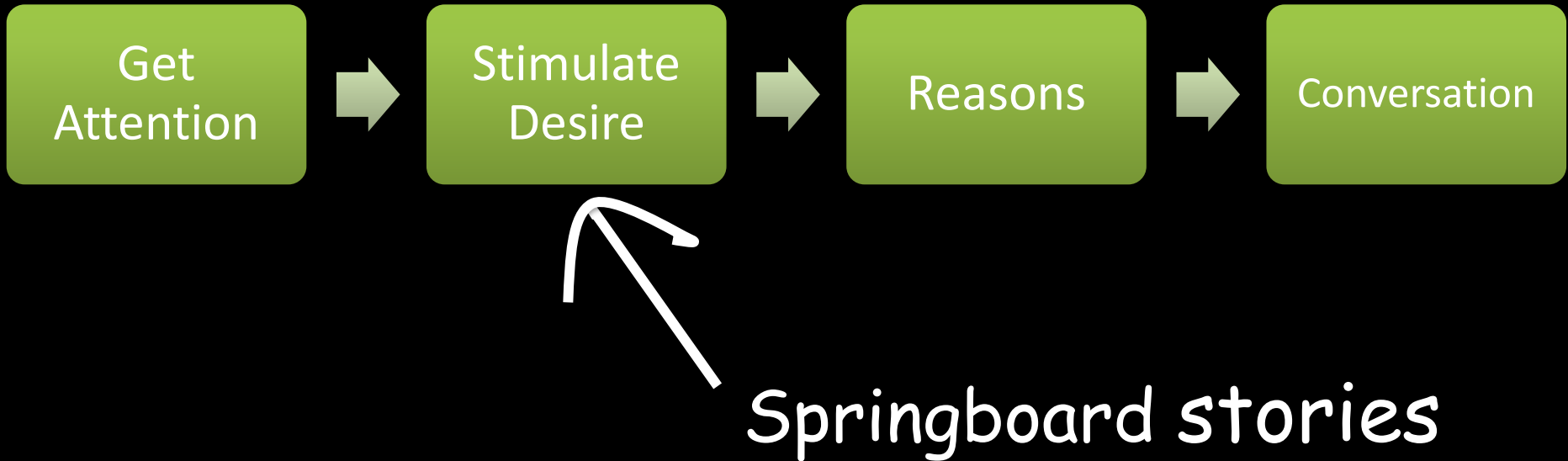


How we usually present information



= Resistance

Effective leadership communication



“Scratch the surface in a typical boardroom and we’re all just cavemen with briefcases, hungry for a wise person to tell us stories.”

- Alan Kay, co-founder of Xerox PARC

Data doesn't move people.
Stories do.

