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LEADERSHIP COMMUNICATIONS: THE ART OF STORYTELLING & PERSUASION

A Talent Development Course Based On Leadership Frameworks
Taught At Harvard Business & Kennedy Schools

Contact Person: Nasya Yong
Email: nasya.yong@asialeadership.org

BOSTON . KUALA LUMPUR . SEOUL . TOKYO . MANILA

The background of the top section of the page features a stack of dark, leather-bound books. The spines of the books are visible, with the Harvard University crest and the word "HARVARD" printed on them. The books are slightly out of focus, creating a sense of depth and academic tradition.

ABOUT US

ABOUT THE CENTER FOR ASIA LEADERSHIP

Established in Cambridge, Massachusetts in 2014, the Center for Asia Leadership (CAL) is a group of non-for-profit international organizations that addresses business and policy challenges in Asia through research, education, consulting, fellowship, conference and publications, in the areas of leadership, innovation, and educational practices.

Our Center's work lies in supporting and empowering individuals, businesses, and governmental bodies in Asia to play more active and meaningful leadership roles within their respective communities. The idea of the Center was sparked by the idea of connecting the vast educational resources and talent at Harvard University and other world-leading institutions with individuals and organizations in Asia who are working to address the core challenges of our times.

Founded and headquartered in Boston, Massachusetts, the Center hosts regional offices in Kuala Lumpur, Seoul, Tokyo, and Manila. Today, the Center is proud to have collaborated with or served over 50,000 individuals and over 400 organizations by means of an expansive and integrated regional network that the Center has built across 83 cities in 31 countries in Asia.



OVERVIEW

LEADERSHIP COMMUNICATIONS: THE ART OF STORYTELLING & PERSUASION

Leadership requires effective communication to engage and motivate stakeholders towards a shared goal. This workshop trains participants in the art of storytelling and public speaking. You will learn to connect what you say to your values, develop a compelling narrative, and inspire collective action. You will practice these skills as you develop a persuasive pitch about an issue you care about to present at the end of the module.

Over the course of ***Leadership Communications: Storytelling & The Art of Persuasion***, you will:

- Explore the relevant frameworks of persuasion, storytelling, and leadership (i.e. Aristotle, Ganz, Quinn) as taught to world leaders at Harvard University.
- Gain the ability to develop a personal narrative which demonstrates your personal values, a plot, a moral, and a collective call to action, in relation to a challenge your group is facing.
- Develop self-awareness towards "leadership moments" and how to communicate to motivate and mobilize.
- Polish your public speaking skills (energy, emphasis, pitch, rhythm/pace, silence, body language, etc.).

This **3-day In-person** (over two weeks) or **2-week Virtual Learning Journey** extracts proven principles and techniques of effective persuasion and communication, applied to one-to-one, small group, and large audience interactions, as taught to world leaders at Harvard University from such courses as "The Arts of Communications," "Public Narrative: Leadership, Storytelling, and Action," and "Persuasion: The Science and Art of Effective Influence."

AGENDA - In-person

The program is a 2-week learning journey and participants are required to participate in all modules and complete all assignments to fully benefit from the program and receive the certificate of completion.

Pre	Day 1	Interim	Day 2	Post
<ul style="list-style-type: none"> • Preprogram Kick-off – 90min. <ul style="list-style-type: none"> A. Orientation – 30min. B. Self-Portrait Exercise – 1hr. • 4 Reading Materials • Communication Skills Self-Assessment – 20min. 	<p>S1: Introduction</p> <ul style="list-style-type: none"> - Corporate Values & Venn Diag. - Farmers Solutions Grid Simulation & Debrief <p>S2: Examining Great Speakers & Communications</p> <ul style="list-style-type: none"> - Selected Case Discussions <p>S3: Key Elements to Effective Communication</p> <ul style="list-style-type: none"> - KELP: Logos Facts Ethos Credibility, Logos Facts, Pathos Emotions - Group Exercise - Public Narrative: Self, Us & Now - Group Exercise <p>S4: Story-boarding Techniques</p> <ul style="list-style-type: none"> - Video Critique Ex. - Create My Story: Protagonist, Plot, Context Outlining - Messaging - Perspective-setting <p>S5. Story-boarding Exercise Continued</p> <ul style="list-style-type: none"> - Group Sharing & Peer Feedback 	<ul style="list-style-type: none"> • Video Critique Assignment • Submission of Self-recorded Speech • Faculty Feedback • 3-4 Pax Small-group Consultation Sessions 	<p>S5: Storytelling Techniques</p> <ul style="list-style-type: none"> - Use of Scripts - Verbal & Non-verbal - Pacing & Tones - Exercise & Feedback <p>S6: Storytelling Techniques continued</p> <ul style="list-style-type: none"> - Physical Features - Setting: Formal <i>Corporate, Media Interview, Elevator Pitch, etc. vs.</i> - Informal - Exercise & Feedback <p>S7: 5 Game-changers in Communications</p> <ul style="list-style-type: none"> - Do's & Don'ts - Social Nudging <p>S8: Small Group Session</p> <ul style="list-style-type: none"> - Practice & Feedback - Positive Reinforcement 100-day Team Action Plan <p>S9: Final Individual Presentation</p> <ul style="list-style-type: none"> - Presentation & Peer Feedback <p>S10: Finale</p> <ul style="list-style-type: none"> - Leadership & Communication - Debrief & Q&A - Closing/Graduation 	<ul style="list-style-type: none"> • Client-led Follow-ups: 100-day Action Plan • Optional: Faculty Feedback on Live Storytelling Presentations – 15 min per person (fee-bases) • Optional: 3 Follow-up Check-up Sessions (non-fee-based)

AGENDA - Virtual

The program is a 2-week learning journey and participants are required to participate in all modules and complete all assignments to fully benefit from the program and receive the certificate of completion.

	PHASE 1		PHASE 2	
	Monday		Thursday	
Virtual Interactive Lecture (2-2.5-hrs)	2.5-hours 1. Examining Great Speakers 2. Selected Case Discussions 4. Ethos, Pathos, Logos 5. Cases and Breakout 6. Q&A and Closing		2-hours 1. Group Feedback 2. Introducing Public Narrative: Self, Us, Now 3. Selected Case Discussions on "Self" 4. Breakout Activity 5. Q&A and Closing	
Individual Learning (1-2-hrs)	Pre-Assignment 1. 30-min Pre-Reading 2. 15-min Survey and 100-word Pre-assignment		Assignment 1. 30-min Short Reading 2. 30-min Individual Assignment on Ethos, Pathos, Logos	
Group Assignment (1-2hrs)			Group Feedback 1-hr Pair or Group Feedback	
Deliverable and Experiential Project			Submission of Individual Assignment + Group Feedback Assignment	
	PHASE 3		PHASE 4	
	Monday		Thursday	
Virtual Interactive Lecture (2-2.5-hrs)	2-hours 1. Group Feedback 2. Lecture on "Us, Now" 3. Selected Case Discussions on "Us, Now" 4. Discussions on Presence 5. Breakout Activity 6. Q&A and Closing		2-hours 1. Group Feedback 2. Moments of Leadership Intervention 3. Discussion on Formats 5. Debrief & Q&A 6. Closing and Graduation	
Individual Learning (1-2-hrs)	Assignment 1. 30-min Pre-Reading 2. 1-hr 30-in Individual Assignment on Self		Assignment 1. 30-min Pre-Reading 2. 1-hr 30-in Individual Assignment on Self, Us, Now	
Group Assignment (1-2hr)	Group Feedback 1-hr Pair or Group Feedback		Group Feedback 1-hr Pair or Group Feedback	
Deliverable and Experiential Project	Submission of Individual Assignment + Group Feedback Form		Submission of Individual Assignment + Group Feedback Form Personalized Feedback on Final Assignment from Facilitator	