

Storytelling for Leadership (MGT/P 407-1)

UNIT OF CREDIT: 1 Unit

INSTRUCTOR: Doy Charnsupharindr (charnsupharindr@ucdavis.edu)

CLASS LOCATION/DATE/TIME:

MGT/P 407-1 Sacramento Saturday, October 27 (9:00am–12:00pm, 1:00pm–3:00pm)
Saturday, November 10 (9:00am–12:00pm, 1:00pm–3:00pm)

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
- 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

- Stephen Denning, *The Leader’s Guide to Storytelling: Mastering the Art and Discipline of Business Narrative*, Revised and Updated, Jossey-Bass, 2011.
- Bill George, et al, “Discovering Your Authentic Leadership,” *Harvard Business Review*, February 2007.
- Paul Smith, *Lead With a Story*, Amacom, 2012.

OPTIONAL READING

- Annette Simmons, *The Story Factor: Inspiration, Influence, and Persuasion Through the Art of Storytelling*, Basic Books, 2006.
- Noel M. Tichy, *The Leadership Engine: How Winning Companies Build Leaders at Every Level*, Harper, 2007.
- “Storytelling that Moves People: A Conversation with Screen Writing Coach Robert McKee,” *Harvard Business Review*, June 2003.

BASIS FOR FINAL GRADE

- Attendances during all hours of the course are mandatory.
- Class participation and completion of in-class exercises (50% of final grade)
- Submission of both written assignments (50% of final grade)

ASSIGNMENTS

For Day 1

- Read the HBR articles: “**Discovering Your Authentic Leadership**”
- 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)
- In Smith’s book, choose a topic that is most relevant to your current role and responsibilities (e.g., *ENVISION Success*, *EDUCATE People*, *EMPOWER Others*, etc). Read that section and be ready to share your learning with the class.
- Submit **My Leadership Story** written assignment.

Written Assignment #1: My Leadership Story (25% of final grade)

Select a story from your own life experiences that represent any one of 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 an outline for your story 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.

After Day 2 -- Final Assignment

- Submit **Inspirational Leadership Profile** essay.

Written Assignment #2: Inspirational Leadership Profile (25% of final grade)

Write an article featuring an inspirational leader—someone you know from your personal or professional life. Observe how they use stories to communicate with others. Discuss the following:

- Tell one of the leadership stories you have heard from this person.
- What inspired you about the content? From that story, what did you learn about their beliefs and values?
- What did you observe in the way they tell stories? Refer to skills we discussed in class.
- How has this person influence the way you communicate and lead others?

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

FACULTY PROFILE

Doy Charnsupharindr is a faculty member at UC Davis School of Management and 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 has been a guest lecturer at the Berlin School for Creative Leadership (Germany) and Nanyang Business School (Singapore).

In addition to his role as an instructor, Doy is also the CEO, a lead instructor and an executive coach of the Berkeley Executive Coaching Institute. . He is also on the Forbes Coaches Council. Doy has spoken at TEDx and has coached other speakers. 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 also studied music and acting. He was the musical director of Stanford's Mixed Company a cappella group and a Contemporary A Cappella Recording Award (CARA) winner. He is active in the San Francisco Bay Area theater and 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.