



SMITH  
Executive Education

#### Session Overview:

- What is Exec Ed?
- Introductions
- Example session – Video Introductions
- Debrief
- Example session – Storytelling
- Debrief
- Feedback/Takeaways/Learnings

#### Why Exec Ed?

- Solve a business challenge
- Stay current / update skills
- Add to resume / show credential / career advancement
- Build network

#### Why would you attend a training?

#### Our Goals

- Provide problem solving strategies
- Introduce concepts
- Show path for applying learnings
- Create a strong network
- Create psychological safety

#### First Session – Introductions

How do you introduce yourself and what do you want people to remember about you?

Introductions (We make people create videos of themselves and post them online for our online programs)

1. Working in teams of two, spend two minutes each introducing yourself following the prompts below. (4 min)
2. What did you hear? Could you introduce your partner?
3. At your table, introduce your partner (30 seconds each).
4. Debrief

Introduction prompts

1. My name is... field...
2. Plus one of the prompts from below
  - The reason I'm attending this session is...
  - I'm always happy when...
  - My superpower is...
  - The most difficult thing I ever had to do was...
  - A book that changed me is...
  - I unwind by...
  - I'm at my best when...
  - The best advice I ever received was...
  - One thing people wouldn't guess about me is...
  - I'm a natural...
  - People are always telling me to...
  - If I wasn't scared I would...
  - Three words to describe me are...
  - My theme song is...
  - My favorite place in the world is...
  - [Create your own quick question] ....

Introductions discussion at your table

- How were you feeling when you introduced your partner?
- Were there things people said that were more memorable?

Also think about...

- What story do you normally share with people about yourself?
- When your friends or colleagues introduce you, what do they say about you?
- What story do you wish they would share about you?

**Second session – Storytelling**

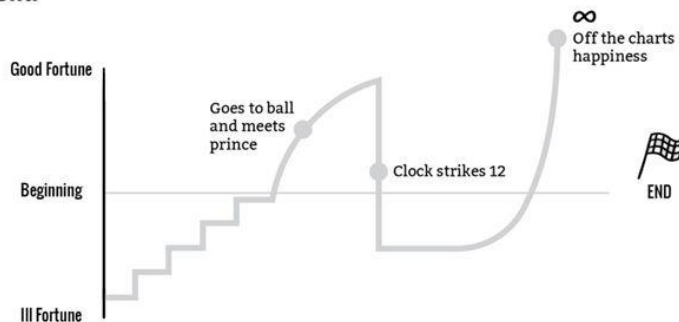
**What do you think would help you become a better storyteller?**

Stories are important for three reasons.

1. Stories shape how others see you.
  - The stories people tell about you influence how they see you: whether they would hire you, buy from you, or like you.
  - The stories people tell about you also influence how you feel.
2. Stories are tools of power.
  - When you tell a story, your audience slows down to listen.
  - Sharing a story lets people hear your insights more effectively.
3. Stories persuade.
  - Story can move people to action.
  - You can persuade others by taking them on an engaging journey.

Story Arcs are important. People like the underdog...

## Cinderella



<https://www.presentation-guru.com/on-structure-the-hidden-framework-that-hangs-your-story-together/>

Six-word story examples

- Empowering women leaders through custom experiences
- Enhancing consumer experience from every angle
- Designed ventilation to reduce hospital infections
- Building time-management for self-care
- Paused and realized, I am enough

<https://www.theatlantic.com/technology/archive/2016/07/the-six-main-arcs-in-storytelling-identified-by-a-computer/490733/>

<https://www.technologyreview.com/s/601848/data-mining-reveals-the-six-basic-emotional-arcs-of-storytelling/>

For more inspiration <https://hbr.org/2009/07/how-to-sum-up-your-leadership>

### Creating six-word stories - prompts

- Why are you interested in your area of expertise?
- Why would someone else want to learn about it?
- How would you describe your life?

Spend a few minutes writing as many stories as you can. Then share with your partner.

## Working in Pairs

My partner is \_\_\_\_\_

### Sharing with your partner

- Share with your six-word stories with your partner.
- Do any of the stories resonate with you?
- Pick your favorite or make a new one up.

### Group discussion

- Does anyone want to share anything from their discussion?
- How they felt?
- What they remembered?
- What they want to use going forward?

### To think about....

- How will you use your story to achieve your goals?
- Who needs to hear your stories?
- What is the goal of your story?

### Giving Feedback

- I was impacted when you said...
- It really landed with me when you said...
- I felt connected to you when you said...
- I was moved when you described...
- I was right there with you when you said...
- I was inspired when you shared...

### What? So What? Now What?

- **What?** I noticed that we didn't have enough time to give feedback.
- **So what?** Feedback allows us to help make the session better and feel a part of the community of learners.
- **Now what?** Could we provide additional feedback to you by email or find another time to talk?

Thank you!

Exec Ed Goals are to

- Introduce new concepts
- Help apply learnings
- Create a network
  - Psychological safety
  - Group exercises

Want to join us?

Feedback for us....

Did you learn anything today you could use in the near future?

Is there anything that worked for you in this session that we should keep doing?

Is there anything we could do to make this session better for you?

Your contact information (optional) \_\_\_\_\_

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