

# Storytelling for Leadership (MGT/P/B 407-1)

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| UNIT OF CREDIT:  | 1 Unit   |
| INSTRUCTOR:      | Doy Charnsupharindr (charnsupharindr@ucdavis.edu)  |
| CLASS DATE/TIME: | Class 1: Tuesday, 12 January 2021 (6pm–8:30pm Pacific Time)<br>Class 2: Tuesday, 19 January 2021 (6pm–8:30pm Pacific Time)<br>Class 3: Tuesday, 26 January 2021 (6pm–8:30pm Pacific Time)<br>Class 4: Tuesday, 2 February 2021 (6pm–8:30pm Pacific Time) |
| CLASS FORMAT:    | Class will be delivered entirely via Zoom--including lectures, skills building exercises, practice, feedback and coaching.   |

## 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 – Storytelling for Authenticity

- Why leaders tell stories
- Authentic leadership
- Leadership presence
- Discovering your leadership stories (“*River of Life*” exercise)
- Self-awareness & self-reflection

### Day 2 – Storytelling for Connection

- How stories build trust and connection
- Vulnerability, empathy and trust
- Introduction to storytelling techniques
- Active listening skills and the power of meaningful dialogues

### Day 3 – Storytelling for Impact

- What makes a story impactful
- Preparation techniques
- Speech rehearsal process
- Impactful presentation principles
- Giving and receiving constructive feedback

### Day 4 – Storytelling for Change

- Applying storytelling to inspire change and actions
- Presentation skills
- Audience engagement
- Preparation vs. spontaneity skills

## 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)
- Please also refer to the Code of Academic Conduct (<http://sja.ucdavis.edu/files/cac.pdf>)

## OPTIONAL READING

- Stephen Denning, *The Leader’s Guide to Storytelling: Mastering the Art and Discipline of Business Narrative*, Revised and Updated, Jossey-Bass, 2011.
- Annette Simmons, *The Story Factor: Inspiration, Influence, and Persuasion Through the Art of Storytelling*, Basic Books, 2006.
- Paul Smith, *Lead With a Story*, Amacom, 2012.
- Noel M. Tichy, *The Leadership Engine: How Winning Companies Build Leaders at Every Level*, Harper, 2007.

## ASSIGNMENTS

### For Day 1

- Read World Economic Forum article: “*How Storytelling Can Be a Force for Social Change*”
- Read “**The Trust Equation**” by David Maister et al (on Canvas)
- Watch **Steve Jobs' 2005 Stanford University Commencement Speech**  
[https://www.ted.com/talks/steve\\_jobs\\_how\\_to\\_live\\_before\\_you\\_die](https://www.ted.com/talks/steve_jobs_how_to_live_before_you_die)
- (Optional) Read Denning’s *Introduction* and *Chapter 1: Telling the Right Story*.

After Day 1

- Submit your **River of Life**.

For Day 2

- Watch Brené Brown's TEDx Talk: "*The Power of Vulnerability*"  
[[https://www.ted.com/talks/brene\\_brown\\_on\\_vulnerability?utm\\_campaign=tedspread&utm\\_medium=referral&utm\\_source=tedcomshare](https://www.ted.com/talks/brene_brown_on_vulnerability?utm_campaign=tedspread&utm_medium=referral&utm_source=tedcomshare)]
- Watch Chimamanda Ngozi Adichie's TED Talk: "*The Danger of a Single Story*"  
[[https://www.ted.com/talks/chimamanda\\_adichie\\_the\\_danger\\_of\\_a\\_single\\_story](https://www.ted.com/talks/chimamanda_adichie_the_danger_of_a_single_story)]

After Day 2

- Submit your **Story #1 – My Leadership Story**.

Story #1: My Leadership Story (20% of final grade)

Tell a story from your own life experiences that reveals to your reader who you are as a person and a leader. Examples of your leadership story may include a story about your core value that you stand for, a person who has been a role model for you, an important life lesson you learned, or a transformative event that has made you who you are today.

When writing this story, make sure to apply the storytelling techniques we learned in class, by:

- 1) Having a clear beginning-middle-end;
- 2) Starting with a vertical takeoff; and
- 3) Being deep & brief—the story shouldn't be longer than a page.

After Day 2

- Submit your **Story #2 – Inspirational Leadership Story**.

Story #2: Inspirational Leadership Story (20% of final grade)

In this current time of crises and uncertainty, what is a story from your own life experiences that you could share to motivate and inspire others. Identify a specific person or group of people who could really benefit from hearing your story. What would you want them to take away from your story?

In your submission, please answer the following questions:

- 1) Who is your target audience of this story?
- 2) How could your audience benefit from hearing this story?
- 3) What is your call to action for them? What do you want them to take away?

Then, write the story applying the storytelling techniques we learned in class.

## FACULTY PROFILE



**Doy Charnsupharindr** is an executive coach and an instructor of MBA-level courses on developing leadership, communication, and coaching skills. He has taught at UC Berkeley Haas School of Business, UC Berkeley Goldman School of Public Policy, UC Davis Graduate School of Management, Berlin School of Creative Leadership (Germany), Nanyang Business School (Singapore) and the Thailand Management Association (Thailand). As an instructor and consultant, Doy draws upon his prior professional experiences in management, customer service, business strategy, operations, and product management for the financial services and high technology industry.

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 continues to coach and lead workshops for some of the largest corporations, as well as non-profit and governmental organizations worldwide. The clients he has worked with include Adobe, Biogen Idec, Cisco, Facebook, McKinsey, Moody's, Novartis, Pixar, and Salesforce. Doy is also a former TEDx speaker and continues to provide coaching for TED speakers.

Doy has an MBA from UC Berkeley's Haas Business School (2011) and a BA in Economics from Stanford University (2000). He's a former musical director of Stanford's Mixed Company a cappella and a winner of the 2001 Contemporary A Cappella Recording Award (CARA). His love for the performing arts extended to other stages as an actor. He performs regularly with San Francisco Bay Area theatre companies. Doy utilizes his extensive experiences in the performing arts to enable others to develop their communication skills and leadership presence. His goal as a coach and instructor is to be the catalyst for others to become authentic leaders, change agents, and inspirational communicators.