



INSTITUT DE HAUTES
ÉTUDES INTERNATIONALES
ET DU DÉVELOPPEMENT
GRADUATE INSTITUTE
OF INTERNATIONAL AND
DEVELOPMENT STUDIES

Interdisciplinary Programmes

Academic year 2019-2020

Personal Presence and Storytelling in Organisations

MINT081-3 - Spring - 3 ECTS

Voisins - Grenus

Place De-Grenus 4, 1201 Genève

Course Description

13 & 14 March

Friday from 12:30, Saturday from 9:00

In this 3 ECTS workshop students will become aware, experiment and develop their personal presence which is crucial for engaging meetings, personal interactions and public appearances. Through a series of practical exercises, feedbacks and coaching, the workshop will familiarize students with the inherent power of their body language, voice and emotions, bringing out their unique personality and self-confidence in order to develop an authentic connection to the audience.

The workshop introduces the concept of storytelling in organisations: how to use personal anecdotes and stories in a professional setting to create trust and inspire the audience.

This highly experiential program is led by facilitators with a unique combination of experience in theater, business and education. Personal Presence and Storytelling in Organisations links best practices from improvisation and actor training with specific, actionable behaviors in organisations to develop future leaders with a competitive advantage.

> **PROFESSOR**

[Matthias Anderegg](#)

Syllabus

Program Objectives

By mastering the subtleties of voice, body, and message alignment, participants emerge with a commanding presence that enables to present themselves and their ideas more powerfully to stakeholders and colleagues at all levels. Upon completion of the program, the participants will be able to:

- Create and deliver clear, compelling messages
- Engage, motivate and inspire through an agile command of their own personal presence
- Communicate authentically to build or repair trust
- Use inspiring stories and metaphors to make personal connections and engage the audience, rather than just relaying on data and information

Course Requirements

Attendance in all parts of the workshop and the completion of the pre-work in preparation for the course is required. It not enough just to show up. Your learning outcome depends heavily on your commitment and willingness to actively participate in the workshop.

Course Evaluation

Performance in the course depends both on completion of the pre-work and active participation and performance during the workshop.

Course Material

A link to an online questionnaire will be sent to you as pre-work. You can deepen your understanding by studying the recommended readings or the online resources. However, this is not a prerequisite for attending this workshop.

Overview of the Course

To achieve the desired results, theater-based experiential techniques are applied, combined with personal coaching.

Day 1: Fundamentals of Personal Presence

1. Introduction to presence skills
2. Developing self-awareness and becoming more expressive
3. Practical skill application for body language and vocal variety

Day 2: Bringing stories and metaphors to presentations

1. Ingredients of a good story
2. Practice how to tell engaging personal anecdotes
3. Skill application: integrating personal stories into a professional communication
4. Last questions, personal commitment and wrap-up

Course Schedule

Friday: 12:30 to 18:30

Saturday: 9:00 to 17:30

Recommended Readings

Anderson, Chris. TED Talks: The official TED guide to public speaking: Tips and tricks for giving unforgettable speeches and presentations. Nicholas Brealey Publishing (2016)

Callahan, Shawn. Putting Stories to Work: Mastering Business Storytelling. Pepperberg Press (2016)

Denning, Stephen. The leader's guide to storytelling. Mastering the art and discipline of business narrative. Jossey-Bass (2011)

Guber, Peter. Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story, Crown Business (2011)

Halpern, Bell Linda und Lubar, Kathy. Leadership Presence: Dramatic techniques to reach out, motivate and inspire. Gotham (2004)

Heath, Chip und Dan. Was Made to Stick: Why Some Ideas Survive and Others Die, Random House (2007)

Maxwell, Richard and Dickman Robert. The Elements of Persuasion: Use Storytelling to Pitch Better, Sell Faster & Win More Business, HarperBusiness (2007)

Pink, Daniel. To Sell Is Human: The Surprising Truth About Moving Others, Riverhead Books (2013)

Smith, Paul. Lead with a Story. A guide to crafting business narratives that captivate, convince, and inspire. AMACOM (2012)

Online Resources

Amy Cuddy, Your body language shapes who you are, TED 2012

https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are

Sir Ken Robinson – How schools kill creativity, TED 2006 (Stories start at 3:30 min, 4:00 min and 15:00 min)

https://www.ted.com/talks/ken_robinson_says_schools_kill_creativity

René Brown, The power of vulnerability, TED 2010

https://www.ted.com/talks/brene_brown_on_vulnerability

Kurt Vonnegut, the Shapes of Stories

<https://www.youtube.com/watch?v=oP3c1h8v2ZQ>