

# Storytelling for Change in the Age of Connection

*Mine the human stories of your organization to develop an evocative, emotionally authentic & cross-media vision of the future.*



## ABOUT THIS TRAINING

We have entered a new and strange Age of Connection: an era of Fake News and conflagration of emotions. In this new world, feelings are the new facts, and *imagimania* – the ability to see as a way of understanding – has usurped rationality. By nature, this world creates vast diversity of experience, which manifest as alienation, fear and loneliness. What is needed are new collaborative stories that can usher isolated people and their ideas to communal maturity.

*Storytelling for Change in the Age of Connection* is designed as a resource for organizational leaders guiding transformative processes in the connected world. In this workshop-style training, you'll develop a personal, relatable narrative of change, and transpose that narrative into a highly visual, creative, multi-layered and collaborative story that can unfold across multiple media channels, establishing and experimenting with new connections between the personal, the social and the collective.

Be forewarned: the techniques you'll learn in this workshop are speculative and improvisational. There are no frameworks to success in this new world. Instead, you'll connect intuition, intimacy and play to the iterative, design-centric practice of prototyping and testing, discovering for yourself a unique, inclusive and empowered **storytelling process** for generating – and evaluating the effectiveness of – narratives of transformative change.

**Length**  
Full Day

**Cost**  
\$3,500

**Group Size**  
Up to 30 ppl

**Ideal for**  
*Teams of leaders, project managers, OD specialists and others who need to inspire others to see the big picture and make a transformation vision tangible.*

## LEARNING OBJECTIVES

In this full day training, participants will

- Discuss the Storytelling Context created by a world of always-on audiences;
- Use basic storytelling frameworks to unpack a change narrative to reveal powerful storytelling material hidden inside;
- Apply empathy mapping techniques to re-interpret an existing or proposed change narrative from a variety of diverse perspectives;
- Experiment with creative Story creation tools to reimagine a change narrative as multi-layered, collaborative and inclusive;
- Test your new approach, receive feedback from colleagues and develop a plan for next steps.

## WHY TRANSFORMATIONAL STORYTELLING?

We all tell stories in order to make sense of the world. By teaching us to set context, identify key characters and describe a journey of change, storytelling provides us with an emotional language that can engage our audiences with clarity and authenticity. Using the tools we acquire through storytelling, **we can inspire meaningful work, reinforce shared values and generate the powerful connections with customers, employees and colleagues that lead to growth.**

At a more profound level, the stories we tell ourselves often contain limiting ideas that can compromise our progress. Telling a different story is what breeds hope. By courageously addressing the questions raised through storytelling, we can break down legacy power structures, heal old wounds and restore an optimistic vision of a just and balanced world.

Story teaches us that it's the process, not the destination that matters; by following this heroic path, as the immortal storyteller Joseph Campbell tells us, "doors will appear where there were once only walls." In this sense, storytelling is our shared human birthright, and the oldest, most effective tool that we have for designing a better world.



 **Layla Shea**  
@UpwordsInsights [Follow](#)

@jordan\_\_bower thanks for the immense wisdom today on #storytelling. Huge value. Excited to further elevate for our clients! #mrx #digdeeper

12:55 PM - 28 Apr 2017

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Just saw @jordan\_\_bower speak at @SocMediaCamp! Loved it! So glad I attended. #Storytelling is the thing that keeps us #connected. #SMcamp

11:04 AM - 6 May 2016

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## About Jordan Bower

*Creative Thinker • Technology Strategist • High Emotional IQ*



Jordan Bower founded Transformational Storytelling at the end of a monumental quest: a 316 day walking trip from Canada to Mexico. Along that journey, Jordan learned the art of emotionally powerful storytelling as a mechanism for creating connections and inspiring self-reflection and authentic change. This skill augmented a toolkit that included an education at the Richard Ivey School of Business, as well as professional experience as a web developer, facilitator and systems oriented project manager.

Today, Jordan works with clients ranging from corporations to small businesses and not for profits, helping power better, more connected business through the sublime art of storytelling. He speaks widely at conferences and ideas festivals.

Selected achievements include:

- Guiding Advocis, a national association of financial advisors, through a collaborative process of defining their organizational value;
- Advising an internal leadership group of sergeants at the BC Division of the Royal Canadian Mounted Police, and delivering curriculum on storytelling, creativity and empathy to internal officers;
- Designing websites and other strategic brand communications for nearly 50 small and medium sized clients, including the largest solar energy company in the Middle East; and,
- Speaking at the 2015 Future of Storytelling Summit, alongside other speakers Al Gore, Edward Snowden and Margaret Atwood.

Jordan is based in Vancouver, BC. His website is [jordanbower.com](http://jordanbower.com)

### SELECTED CLIENTS

