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**Leadership Development  
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# **Influencing Through Story Telling: Using a Story to Empower Change**

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**In Moore SY, Cameron-Lewis RG, Ferris FD (eds). Leadership Development Initiative**  
**Curriculum, 2014. © The Leadership Development Initiative.**  
**ISBN: 978-0-9884318-0-5**

**Originally Presented by Charles von Gunten**

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The Leadership Development Initiative gratefully acknowledges the support of:

- International Palliative Care Initiative, Open Society Foundations, New York, NY
- National Cancer Institute Center for Global Health, Bethesda, MD
- The Diana Princess of Wales Memorial Fund, London, United Kingdom
- National Hospice and Palliative Care Organization, Alexandria, VA
- Pettus Family Foundation

The content is solely the responsibility of the authors and editors, and does not necessarily represent the official views of any of the funders.

Acknowledgment and appreciation are extended to faculty and staff of the OhioHealth and the Institute for Palliative Medicine at San Diego Hospice (which housed the International Programs and the Leadership Development Initiative from 2009 to 2012). Special thanks to the Mentors, Consultants and the LDI Team who contributed so much to the LDI Curriculum.

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## Overview

Story telling has been a human construct from the beginning of time. Leaders benefit by learning to strategically use storytelling to move others, and change an unfavorable reality. There is power in storytelling, and using this power is an advanced and valuable communication skill. Using a story creatively levels the playing field for patients, families, health care providers, executives and society; all can be moved toward a common vision.

This session demonstrates the strategic creation, collaboration and delivery of a patient story. Engaging with media experts may expand the use and broadcast of a story, so involving the media team and social media strategies is encouraged. Consider how best to get the message or story out: using the media or personally, within one's immediate circle or using another's voice to be the messenger.

Some stories are not media stories, but rather are more appropriately placed in newsletters and other print media. The important thing is to get the story; many feel stories are 'just for children', that their story 'doesn't matter', or they may be inhibited by other obscure considerations. Using the same listening and communication skills previously taught and practiced serves a leader well who wants to build capacity, move an organization or effort forward or change an unfavorable reality.

## Objectives

After this presentation, participants will:

1. Understand the power and benefits of storytelling.
2. Discuss strategic planning in developing and delivering 'a story'.

## Important Teaching Points

- Learn to use stories, they are not 'just for children'.
- Stories are "data with souls".
- Don't miss opportunities to use strategic storytelling.
- Emotion (and opportunity to lead others) is always attached to each story.
- Be prepared with your message and take advantage of any unplanned event.

## Resources / References

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