

JULIAN STODD'S

# STORYTELLING

IN SOCIAL LEADERSHIP

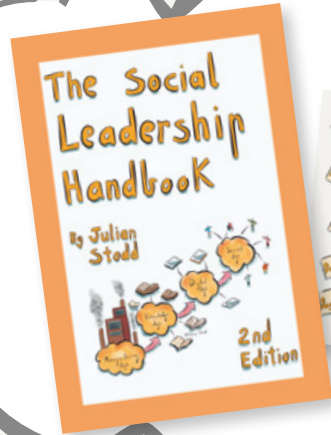


GAIN YOUR  
CERTIFICATION IN 12 WEEKS



SEA SALT LEARNING 

# OVERVIEW



## THE CERTIFICATION RUNS ACROSS THREE ELEMENTS

1. WE EXPLORE THE IDEAS BEHIND STORYTELLING
2. WE BUILD CAPABILITY IN SPECIFIC TECHNIQUES
3. PARTICIPANTS RUN THEIR OWN THEMED EXPERIMENTS TO GAIN PRACTICAL EXPERIENCE IN STORYTELLING

In the Social Age, storytelling is key.

Social Leaders are great storytellers, and story listeners: they understand that 'stories' flow through organisations, in many different forms.

Great storytellers understand how stories 'work'. The ability to 'craft great stories', will reinforce their Social Authority.

The focus of this Storytelling Certification is not simply how we tell safe stories, into known spaces, but rather how we **engage in complex spaces** of difference and dissent. How we can use stories to build social movements, to drive change.

During the 12 week journey, you will explore the foundations, and **build practical capability**, in a diverse range of Storytelling skills and behaviours.

The Certification journey is practical and applied: we take ideas, learn techniques, and **run experiments**, to build out **individual capability**, and do so within the arms of a coaching community.



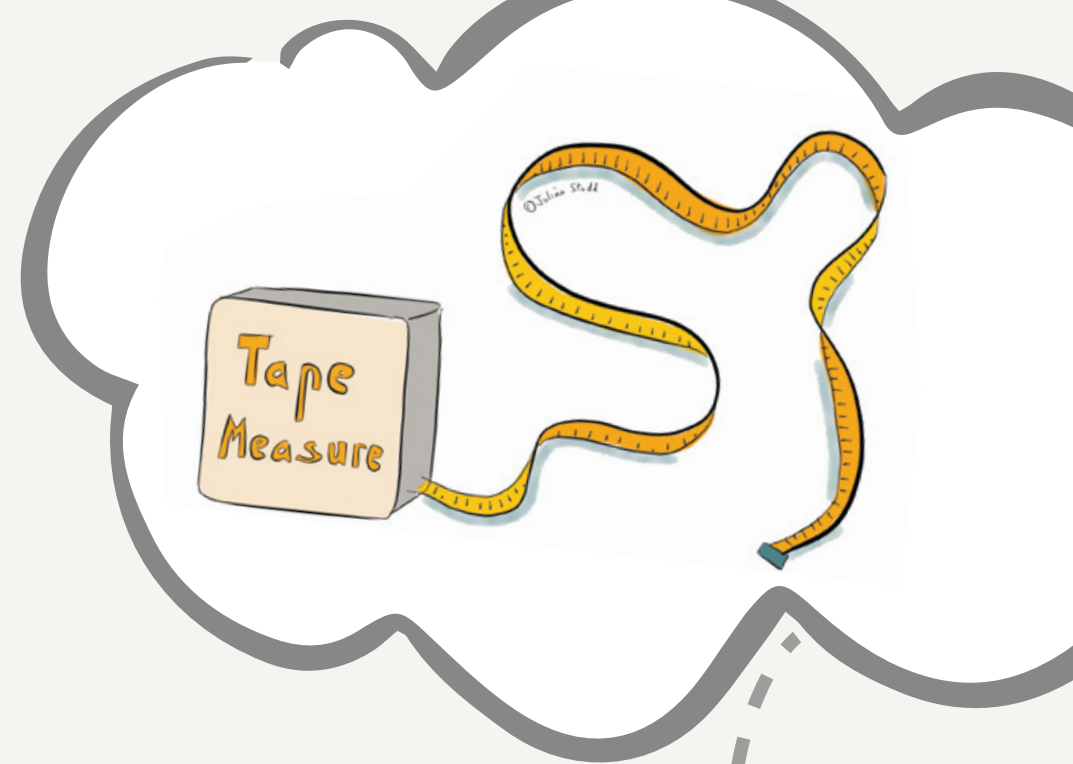
# THE LEARNING EXPERIENCE

Participants make a 12 week journey through the ideas, techniques and running experiments, around Storytelling.

At the end of the journey, participants submit a report, and can earn a Certification and an open digital badge.

The journey is supported: individuals are part of a cohort, and are supported by a Community Leader, who provides contextual coaching and feedback on their individual performance.

Participants cover ideas and techniques, and run a six week experiment in their own organisation. These experiments are themed, and delegates can choose their focus, from 'Storytelling for Change', through to 'Storytelling for Innovation', or 'Storytelling in Social Learning'.



# FOUNDATIONS OF STORYTELLING



## WEEKS 1 – 6

2-3 HOURS PER WEEK

## FOUNDATIONS & TECHNIQUES

**Amplification** - considering how stories are shared, amplified, and spread

**Social Filtering** - how communities make sense of, and filter information

**Sanctioned Subversion** - the power of unheard stories and established power

**Relevance and Timeliness** - how timing is everything

**Narrative and Story** - understanding the information architecture, and the colours we paint on top

**Iteration and Evolution** - how stories evolve, if we relinquish control of the story

**Diagonal Storytelling** - cutting stories diagonally through the organisation, gaining different perspectives

**Stories of Difference** - seeking dissent, not conformity and consensus.

**Story Listening** - how leaders listen, not to colonise or respond, but to learn

**Authenticity** - the power behind your story, growing the roots of authenticity

**Ownership of Stories** - The tensions of power and ownership

**Stories of Uncertainty** - how sharing uncertainty can be the hardest thing.

## WEEKS 7 – 12

2-3 HOURS PER WEEK PLUS 5 HOURS FOR FINAL REPORT

## EXPERIMENTS

You will run an experiment based on one of these topics:

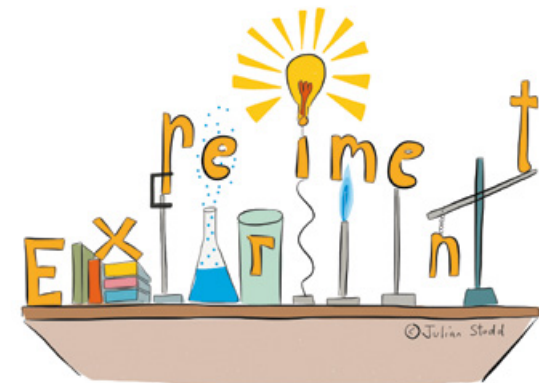
**Storytelling for Change** - co-creating stories and amplifying change

**Storytelling and Culture** - exploring how tribal knowledge holds culture, and how we evolve and interconnect it

**Storytelling for Leadership** - how Social Leaders are enabling and facilitating

**Storytelling for Innovation** - hearing weak voices in the system, understanding the risk of codified strength

**Storytelling for Social Learning** - co-creation and complex collaboration.





# JULIAN STODD THE CAPTAIN

Julian Stodd is a writer, artist, and explorer of the Social Age, with a deep interest in how things work. His work explores complex human systems, within organisations, and the wider social structures of society.

Julian founded Sea Salt Learning in 2014, to help organisations get fit for the Social Age. Sea Salt Learning effects transformation, at scale, in some of the most exciting organisations in the world. Our work ranges from Learning, to Leadership, Cultural Transformation, to Innovation, and Change.



## THE JOURNEY

### LEARNING AND EXPERIMENTING

Half of the time is spent designing, and running, an experiment in your own organisation: learning and doing.

### OPEN DIGITAL BADGES

Earn a badge that is validated both formally, and through your community. Take this badge with you as you progress through your career.

### THE EXPLORER COMMUNITY

Join a global group of Social Age Explorers, with unique access to open events and networking opportunities.

### PRICING

Certification starts from £1,250 + VAT per participant. To find out more, contact [hello@seasaltlearning.com](mailto:hello@seasaltlearning.com).