IP BEST PRACTICES

Storytelling

A best practice shared by Henno Janmaat.

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Storytelling

Create understanding of the fact that stories inspire action through emotion, and train leaders to use the 'head' and 'heart'.

Key steps

Create understanding of the fact that stories inspire action through emotion.

Train leaders to use the "head" and "heart" to mobilise others to act effectively.

Take participants through a step-by-step process, and allow them to practice in a safe environment.

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