

Registration Form

COURSE (Please tick where appropriate)

Yes! I want to participate in the 2-day Masterclass.

☐ S\$350/person for early bird registration before/on 31 July 09

☐ S\$350/person for group registration of 3 persons or more  
Applicable for registration and payment done at the same time, or of the same billing source.

☐ S\$400/person for registration after 31 July 09

Yes! I want to participate, but I only have time for one day of the Masterclass.

☐ Tuesday 8 Sept

☐ Wednesday 9 Sept

NAME: \_\_\_\_\_

ORGANISATION: \_\_\_\_\_

DESIGNATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

TEL \_\_\_\_\_ MOBILE \_\_\_\_\_

EMAIL \_\_\_\_\_

Please tick if you are a member/subscriber of:

☐ Reader's Digest Asia

☐ Scholastic Book Clubs

MEMBERSHIP / CARD NO. \_\_\_\_\_

Please provide billing address if different from above (for invoicing).

CONTACT PERSON \_\_\_\_\_

ORGANISATION: \_\_\_\_\_

ADDRESS \_\_\_\_\_

TEL \_\_\_\_\_

EMAIL \_\_\_\_\_

PAYMENT MODE

Please refer to the right panel for payment details.

☐ I am paying by cash / cheque

BANK \_\_\_\_\_ CHEQUE NO: \_\_\_\_\_

☐ I am sponsored by my organisation.

☐ I am paying by telegraphic transfer.



REGISTRATION OPTIONS

You can register using any of the following options:

**ONLINE** www.bookcouncil.sg/sisf/register\_masterclass.html

**MAIL** SISF 2009  
National Book Development Council of Singapore  
50 Geylang East Avenue 1  
Singapore 389777

**FAX** +65 6742 9466

**EMAIL** sisf@bookcouncil.sg

PAYMENT OPTIONS

**CASH** Cash payment shall be made in person to:  
**National Book Development Council of Singapore**  
Level 3, Geylang East Public Library  
Geylang East Avenue 1  
Singapore 389777  
Office hours: Mondays to Fridays, 9am to 6pm  
An official receipt can be issued. Please do not send cash by mail.

**CHEQUE** All cheques are to be made payable to "NBDCS".  
Please print name of delegate on the reverse side of the cheque and mail it with the registration form to the address above.

**T.T.** Overseas delegates may pay by telegraphic transfer to the following account:  
Account No.: 006-007301-8  
Bank: DBS Bank Ltd (Singapore)  
Blk 123 Bukit Merah Lane 1  
#01-78, Alexandra Village  
Singapore 150123  
Swift Code: DBSSSGSG  
Please ensure to pay bank charges required for the telegraphic transfer.



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FOR ENQUIRIES

**National Book Development Council of Singapore**  
Tel: +65 6848 8290  
e-mail: sisf@bookcouncil.sg  
website: www.bookcouncil.sg/sisf/



Celebrating Creativity

Storytelling for  
Managing Change &  
Influencing Culture

Masterclass on  
Business Narrative



# Masterclass on Business Narrative

Great leaders are storytellers who understand the persuasive power of stories.

Many premier multi-national companies have, for years, used stories to convey values, build relationships, transfer knowledge and ignite passion in their staff and customers.

Corporate storytelling is the most effective tool for cultural and organisational change.

Join us at this 2-day Masterclass and learn how to lead and inspire success through compelling stories.

## TARGET AUDIENCE

Managers in organisational development, learning, human resources, communications, knowledge management and change management will benefit from this Masterclass.

## DATE & TIME

8 & 9 Sept 2009  
9.30am to 5.30pm

## VENUE

Imagination Room, Level 5  
National Library Building  
100 Victoria Street

## FEES

### Full Registration Fee:

- S\$400/person (Normal rate)
- S\$350/person (Early bird registration by 31 July)
- S\$350/person (Group registration of 3 persons or more)

One day fee: S\$250/person

All prices are in Singapore dollars and GST inclusive.

# Storytelling for Managing Change & Influencing Culture

By Shawn Callahan & Patrick Lambe

## Programme

### DAY 1 8 SEPT

Surveys and metrics can uncover trouble in an organisation, but they usually don't help you identify the deeper reasons for dysfunctions, let alone generate the resolve to springboard people into action. Learn to use stories as listening posts and tap into emotion and culture to spark action.

This first day will teach you to gather and make sense of stories so as to see revealing patterns and use them to gain traction on solving messy organisational problems or reaching complex goals.

### Story Listening

- What's really going on in your organisation?
- What are the touch points where small changes can transform behaviour and morale?
- How can you develop a common understanding of what needs to be done and generate the resolve to do it?

### Outline:

On Day 1 of Masterclass, you will

- explore how the stories people tell can give actionable insights into the culture and preoccupations of an organization
- learn the role of narrative approaches alongside other organisational development and management techniques
- practise story elicitation techniques
- analyse stories and design appropriate interventions
- plan a story listening project

### Outcomes:

Anyone struggling with thorny human problems or complex goals such as the following will gain value from this workshop:

- managing through uncertainty, downsizing and restructuring
- working in organisational development or change management
- working on culture change, building or rebuilding trust
- making mergers and acquisitions successful
- capturing the knowledge of retiring employees
- extracting lessons from projects
- improving occupational health and safety
- managing risk

### DAY 2 9 SEPT

We all want to convey our ideas with impact, yet eyes instantly glaze the moment you beam your PowerPoint presentation laden with slide after slide of dot points. We know informally that stories are engaging; we tell them at dinner parties and people listen and they 'get it'. Yet few leaders systematically harness storytelling to communicate ideas, convey the organisation's values or inspire and motivate people.

Telling business stories is not about concocting events and delivering your tale to an enraptured audience. Rather, it relies on people retelling their own experiences in an authentic and empathetic way. In this course, you will be introduced to a three-step process developed by Anecdote to guide you in achieving this skill.

### Story Telling

- How do leaders engage their colleagues and communicate complex ideas simply and effectively?
- How can telling powerful stories communicate values, inspire trust, and create support?
- How can storytelling help you become an authentic and empathetic communicator?

### Outline:

On Day 2, you will

- discuss the characteristics of powerful and effective stories in a business context
- learn how to craft questions to discover powerful stories
- prospect for stories using interviews and anecdote circles
- craft the structure and patterns in a story for best effect
- build confidence in telling your story

### Outcomes:

This workshop is for anyone wishing to improve their ability to communicate ideas and engage staff in developing new behaviours. You should attend this course if you are interested in:

- building confidence in a climate of uncertainty
- communicating your organisation's mission, vision and values
- conveying desirable behaviours
- sharing knowledge
- becoming a more effective leader
- sparkling action around a change vision
- having people really listening to your ideas

## Facilitators

SHAWN CALLAHAN  
Australia



Shawn Callahan is managing director of Anecdote, a firm specialising in helping clients harness informal knowledge.

He has more than 15 years' experience as a consultant and researcher, and has undertaken a wide variety of projects — including community-of-practice development, knowledge-mapping and knowledge strategy. As co-founder of the ACT Knowledge Management Forum, an international community of practice for knowledge management in the public sector, Shawn has helped to develop the group from eight members to more than a thousand.

PATRICK LAMBE  
Singapore



Patrick Lambe has worked in professional librarianship, learning and development, general management, education and e-learning, and for the past eleven years in knowledge management. He co-founded consulting and research firm Straits Knowledge in 2002, and has conducted work on the use of narrative to influence culture, in communities of practice, managing change and understanding customers.

Patrick is an international keynote speaker and teacher, in knowledge management and has an eminent worldwide professional standing in KM.