

BOAD 310 : Storytelling for Leaders

Exploration of storytelling as powerful tool for leaders. Develop understanding of key elements of effective and engaging storytelling through experiential learning. Examination of storytelling as way to develop leadership presence and use narrative as a framework for: communication; self-expression; self-discovery; engagement of others; strategic planning; personal and organizational change.

Credits 3

Studio Hours 0

Lecture Hours 3

Prerequisite Courses

BOAD 151