

## The Leader's Three Stories

*True leaders are really Chief Storytelling Officers and the stories they tell become the stuff of dreams. From **Emotional Capitalists – The New Leaders** by Martyn Newman*

In this book, Newman challenges leaders to develop and use their emotional intelligence to achieve extraordinary things with ordinary people. In the chapter on **Self-reliance**, he highlights the importance of story in building effective teams, see below to download this chapter.

It's the energy generated by the story of what team together are capable of achieving that provides the focus, inspiration and meaning that people need to move forward. The leader's job is to tell and retell the story of what the business or team is capable of achieving: where it has come from, where it currently is, and where it is going.

As a leader, there are three types of stories that you have to tell explains Newman.

The first is your **personal story** – communicate your beliefs and values in a way that distinctly represent who you are, express yourself genuinely about the values that drive you as a person.

The second is the **team story** – this emerges from developing a shared sense of destiny, enabling each person to develop a sense of belonging to the team. The story will help each one understand their unique contribution, as well as the distinctive contribution of others.

Once the first two stories are communicated clearly, the real power of your leadership exists in telling the third story, the **dream story**. This is the story of where the team is going, how it will get there, and what is must do to change. The dream story provides people with dreams that touch, excite and arouse them, something that gives them a chance to live out part of their hopes and aspirations.

Take a moment to think through your three stories as a leader.

*How clear are they... how consistent...how are they carefully crafted to elicit positive emotion and buy-in? What could you do differently tomorrow/this week to tell your stories in a way that gives your team greater scope to live out their hopes and aspirations?*

