

EXECUTIVE WINS STORYTELLING WORKSHOP

BY: GORDON SHEPPARD



Executive Wins Storytelling Workshop

Introduction

When leaders are poor communicators, it's often because they don't know how to tell a compelling story.

The Executive Wins Storytelling Workshop equips leaders with a proven system that will help them tell high-impact stories to inspire their teams and customers, leading to more profitable results.

Winning Stories may include executing projects, improving processes, implementing policy, leadership growth and more.

Overview

In this highly interactive presentation, participants learn the **Anatomy Of A Win**, a proven storytelling system that includes:

Strategy: What vision, mission, values and goals will help you tell a winning story?

Work Plan: What timeline highlights should you emphasize in the story?

People: Who are the key players to talk about in this winning story? How will you describe their skill sets and attitudes?

Operations: What systems, processes and policies do you need to talk about in relation to the win?

Results: What data do you need to point out to show success?

In addition, participants will learn how to use their voice effectively and become confident storytellers at the office, networking events, during presentations and more.



Program Details

The Executive Wins Workshop includes:

- Facilitation by Gordon Sheppard
- Engaging stories from the award-winning Executive Wins Podcast
- 1/2 day or Full Day options
- Pre-interviews with key stakeholders to prepare for the workshop and build trust
- Adaptable for small and large group sizes
- Available in-person or online
- Executive Wins Storytelling Workbook
- Certificate of Completion



Pricing

- Contact Gord for pricing for ½ day, full day and Corporate Retreats

The Result

By the end of the Executive Wins Storytelling Workshop senior leaders will:

- Understand how to consistently tell high-impact stories that get results
- Know how to confidently use their voice in any setting
- Learn how to use storytelling to improve profitability, company culture, innovation, team-building and more
- Learn how to celebrate authentically and use winning language to inspire their staff and customers



Background

About Gordon Sheppard

Gord is the CEO of Executive Wins, a company that is dedicated to helping leaders take a positive, structured approach to grow themselves and their organizations.

With 25+ years of experience, an MBA and Prosci Change Management Certification, Gord is an experienced Executive Coach, Facilitator, and Business Advisor who helps leaders achieve their goals.



The Anatomy of a Win

The Anatomy of a Win is based on the Executive Planning System that Gord built to help leaders take a structured approach to growing their organizations.

It includes 5 key areas that help leaders improve which are, Strategy, Work Plan, People, Operations and Results.

Executive Wins Podcast

Throughout the presentation, Gord shares stories from the award-winning Executive Wins Podcast - where senior leaders share their biggest wins in business so other leaders can learn from them.

Available on Apple Podcasts, Spotify, YouTube or wherever you listen.

Executive Plan Dashboard				
Strategy > Work Plan > People > Operations > Results				
Strategy		Work Plan		People
Start/Questions	Strategic Plan	Goal 1 + Objectives	Problems or Opportunities	Structure
Product/Services	Vision/Purpose	What/Who/When	List	Board/Responsibilities
Review	Mission	Goal 2 etc.	Timeline	Leadership
Industry & Market	Values	Goal 3 etc.	Timeline 1	Managers and
Understanding	Goals	Goal 4 etc.	Year	Directors
Competitor	Objectives	Goal 5 etc.	Material	Staff
Analysis	Communication of Strategy		Timeline	Capabilities
Customer	Strategic Plan		Annual Calendar	Internal Communication
Understanding	Engagement, Social, Governance (ESG)			Culture
Stakeholder	Business Plan			People Skills
Understanding				
Funding/Financing	Business Plan			
Understanding				
Non-Profit				
PEST Analysis				
SWOT Analysis				
Risk Register				
Operations		Results		Resources
Operations	Human Resources	Procurement	Admin	Results
Start/Questions	Safety	Asset Management	Legal	
Product/Service	IT	Equipment Management	Insurance	
Review	Data Management	Facilities Management	Financial Management	
Industry & Market	AI			
Understanding	App/Software Dev			
Competitor	Project Selection			
Analysis	Execution			
Customer	Inventory/Supply Chain			
Understanding	Project Selection			
Stakeholder	Project Management			
Understanding	Change Management			
Funding/Financing				
Understanding				
Non-Profit				
PEST Analysis				
SWOT Analysis				
Risk Register				



WHAT CLIENTS SAY ABOUT WORKING WITH GORD



"Gord has an uncanny gift of being able to read individuals and situations, while bringing out their best in a very short amount of time. He helped us to produce great results that are truly actionable."

***Cynthia Annett - Board Chair
Special Olympics Edmonton***



"If you would like to engage your staff or students in an interactive session, contact Gordon Sheppard. Gord will share valuable information and strategies to make your meetings worthwhile, productive and engaging."

***Marg Ralstin - Manager
MacEwan University***



Gordon Sheppard was hired to facilitate our strategic planning session, and it was a fantastic experience. He helped guide us through to a more comprehensive and organized plan.

He engaged our board and executive with thought provoking questions, which led us to a more defined focus that would allow us to encompass unexpected change in our industry, while still guiding our board and association staff on a path to success.

***Cindy Wallace - Member Engagement Specialist
Alberta Association of Registry Agents***

Ready To Transform Your Organization? Get in touch with Gordon Sheppard



CONTACT GORDON SHEPPARD

gord@executivewins.com

780-906-1799



780-906-1799



executivewins.com



gord@executivewins.com