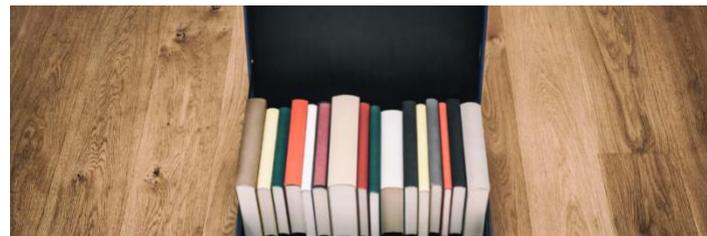


Welcome to our session on Story Telling for HR Leaders!

Storytelling isn't just for bedtime—it's a powerful tool for HR leaders looking to shape values and culture in their organizations! In this session, we'll explore how sharing stories can inspire, connect, and engage your team in meaningful ways. We'll discuss the impact of storytelling on building a strong workplace culture and how it can reinforce your organization's values.

The Power of Storytelling in HR Leadership: Building Values and Culture

1. Why Storytelling Matters



1. WHY STORYTELLING MATTERS

1. **Policy Provides the Structure; Story Provides the Soul.**
2. Stories create **emotional currency**. They allow people to connect with abstract values in a human way, bypassing the corporate stiffness.
3. They are high-context communication—you get the facts, the emotion, and the cultural lesson all at once, which is essential for building a unified Organization

We spend too much time managing the **transactional** aspects of HR—the policy

These complimentary notes are provided to help participants apply what they have learned.

updates, the compliance forms, the performance scores. But compliance doesn't build culture.

- **Policy Provides the Structure; Story Provides the Soul.**



CONNECTING THROUGH RELATABILITY

A company can write "Integrity" on a wall, but it only becomes real when a leader tells a true story and a lesson about a relatable situation on that value.

THE STORY OF "THE BEST FRIEND"

A company can write "Integrity" on a wall, but it only becomes real when a leader tells a true story about the agonizing choice they made when tested on that value. Stories create **emotional currency**. They allow people to connect with abstract values in a human way, bypassing the corporate stiffness.

- **3-in-1 High-Context Communication.**



3-IN-1 HIGH CONTEXT COMMUNICATION

Stories are high-context communication—you get

1. The Facts
2. The Emotions
3. Cultural lesson

All at once, which is essential for building a unified Organization

THE STORY OF "BIEN, THE 'AWKWARD' MANAGER"

Stories are high-context communication—you get the facts, the emotion, and the cultural lesson all at once, which is essential for building a unified Organization

More importantly, know that there are more than one story you can share on the same topic. In this case, I shared 2 stories that dealt with Peer Pressure and Bad influences and they both point to a lesson on Integrity.

How did you feel after hearing those?

2. How Stories Shape Culture and Reinforce Values



2. HOW STORIES SHAPE CULTURE AND REINFORCE VALUES

We Lead the Narrative in Building our Culture. Otherwise, Someone Else Will.

We lead the Narrative of building our culture, our set of beliefs, otherwise, someone else will!

Every great organizational challenge follows a universal narrative arc. By telling stories structured around this framework, you teach the team how to behave when facing their own

obstacles.



WE LEAD THE NARRATIVE IN BUILDING OUR CULTURE. OTHERWISE, SOMEONE ELSE WILL.

Here's How:

1. Curate Your Real Stories
2. Identify if they have the 3 Elements for Powerful Stories
3. Deliver the Lessons for the story Authentically

The Universal Story Structure



Every powerful and uplifting story has three main elements:

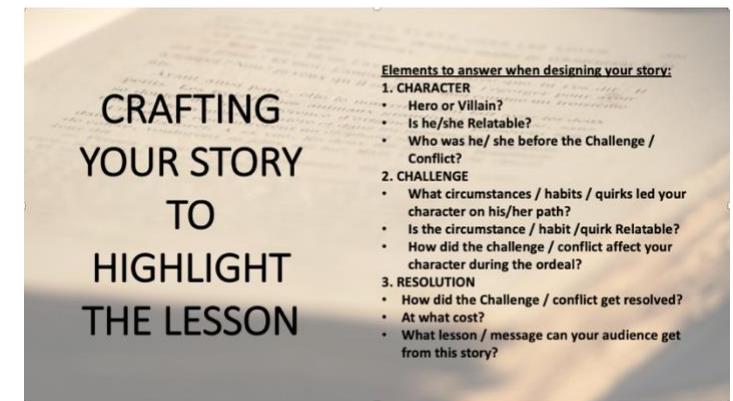
1. Character
2. Challenge / Conflict

3. Resolution / Reward / Lesson

So the first step is to Curate real stories you have using these three elements.

Character	Challenge / Conflict	Resolution / Lesson
Ex. 1: "The Mentee and her Best Friend"	Peer pressure and Bad Influences	"INTEGRITY- Be Loyal to Doing What is Right"
Ex. 2: Bien (The "Awkward Manager")	Peer Pressure and Bad Influences	"INTEGRITY- Be the Good Influence"
Ex. 3: Mark ("Mr. Painfully Quiet")	Unable to Communicate and socialize due to fear	"COURAGE -Your Fear is not as bad as you think"
4.		
5.		
6.		

Do not invent them. People can tell the difference. Authenticity is key to relatability.



You can edit them however, so that you clarify and bring out the Lesson that you want to share.

By constantly repeating these patterns, you reinforce the *expected* behavior when the team enters their next "Ordeal."

3. Crafting Your Own Leadership Story: Tips and Techniques



Here's the last story for our session. Now see if you can spot the framework I taught you in action. Also, did it inspire you and entertain you at the same time? I have a feeling you will remember the disco sound until the next time we meet.

APPLYING WHAT YOU HAVE LEARNED: SUCCESSFUL STORYTELLING IN HR

Now, it's your turn. I will give you a "Challenge". Use what you have learned here to craft your own HR stories that shapes and builds values and cultures in your own organizations.

And if you make mistakes and fail while doing so. Just tell yourself "Eh Ano ngayon...Gagawin ko ulit, kaya ko ito!"



Applying what you have learned: Successful Storytelling in HR

Now, it's your turn. I will give you a "Challenge". Use what you have learned here to craft your own HR stories that shapes and builds values and cultures in your own organizations.

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