Storytelling and Self-Management

EM054M95A

Semestre
A

Discipline
Interpersonal development techniques

Volume horaire
27 H

Nombre de places
30

Ouvert aux visitants
Oui

Langue
EN

Responsable

Stéphane DANGEL

Liste des intervenants

Intervenant(s)	Email	Volume horaire CM
Patricia TEHAMI	patricia.tehami@em-strasbourg.eu	27 h
Stéphane DANGEL	sdangel@unistra.fr	27 h

Contribution pédagogique du cours au programme

Aucune contribution pédagogique associé à ce cours pour ce programme.

Descriptif

Students will familiarise with proven "storytelling" techniques to produce various forms of personal accounts designed to enhance their international job search and future career development.

Organisation pédagogique

Face-to-face

- Lectures
- Tutorials
- E-learning

In group

- Exercises
- Oral presentations
- Case studies/texts

Interaction

- Discussions/debates
- Games (educational, role play, simulation)
- Personal accounts

Others

Aucun élément de cette liste n'a été coché.

Objectifs pédagogiques

Cognitive domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 1) identify their core strengths, values and professional potential as well as their career objectives
- - (niv. 2) explain what added value their personal assets can bring to the workplace
- - (niv. 3) apply the acquired knowledge into persuasive personal narratives
- - (niv. 4) experiment with how to make a positive impact on their audiences
- - (niv. 5) evaluate the relevance of a chosen narrative content, form and delivery to a given job-hunting /business context
- - (niv. 6) assemble a relevant database of personal stories to be used in job-hunting and business situations

Affective domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 3) accept to share as part of a give-and-take process

Objectifs de développement durable abordés

Aucun objectif de développement durable n'a été coché.

Plan / Sommaire

All sessions rely on students enhancing their self-awareness both individually and through group work. Students are encouraged to draw inspiration from videoed presentations by charismatic speakers.

Session 1: Induction
- Confidence-building, impromptu storytelling
- Taking ownership of one's story: body language and delivery, audience focus
- ORIENTATION ON ASESSMENT REQUIREMENTS

Session 2
- Storytelling vocabulary; verb tense structures in narratives
- Narrative structures and narrative rhythm
- COACHING CIRCLE

Session 3
- Self-assessment and personal story-types
- Storyline and personal mottos

- Guiding metaphors
- Storytelling style
- BLINDFOLDED METAPHORICAL SELF-DISCOVERY
- ORIENTATION ON WRITTEN ASSIGNMENT I (your personal storied bio) - DUE DATE: SESSION 6

Session 4
- Intercultural underpinnings
- Storied bios
- Your values and your "backstory"
- Your personal narrative material: your learning experience, your "gifts" and expertise
- Believability, humanising, empathy
- ORIENTATION ON ORAL ASSIGNMENT : 3-MINUTE BACKSTORY PRESENTATION (video or Powerpoint)

Session 5
- Clusters and patterns in your personal stories
- Further focus on audience targeting
- Storied Powerpoint presentations

Session 6
WRITTEN ASSIGNMENT I DUE DATE
ORIENTATION ON WRITTEN ASSIGNMENT II (your storied elevator pitch) - DUE DATE: SESSION 8
- Compacting your story: Elevator pitches
- Expanding your narrative journey on professional social media: 3 Facebook postings on the same story but on a different aspect / with a different twist / with, text + picture/s, video/s, links
- ASSESSED BACKSTORY PRESENTATIONS

Session 7
- Expanding your narrative journey on professional social media (above work continued)
Facebook page calendar : 1 posting per week over 8 weeks
Building your Pinterest / Instagram account
- CV writing (experience section)
ASSESSED BACKSTORY PRESENTATIONS

Session 8
WRITTEN ASSIGNMENT II DUE DATE
- Cover letters
- Job interviews, job appraisals, project descriptions, etc.
ASSESSED BACKSTORY PRESENTATIONS

Session 9
- Job interviews, job appraisals, project descriptions, etc. (above work continued)
- Final questions and additional tips
- Conclusion : your course feedback story
ASSESSED BACKSTORY PRESENTATIONS

Prérequis nécessaires

Connaissances en / Notions clés à maîtriser

A minimum level of spoken and written English is required : B2
(https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=090000168045bb52)

Supports pédagogiques

Mandatory tools for the course

- Computer

Documents in all formats

- Newspaper articles
- Case studies/texts
- Worksheets

Moodle platform

- Upload of class documents
- Interface to submit coursework

Software

Aucun élément de cette liste n'a été coché.

Additional electronic platforms

Aucun élément de cette liste n'a été coché.

Bibliographie recommandée

Ouvrages principaux

A more thorough bibliography/webography will be handed out in the first session.

- Steve Denning - http://www.stevedenning.com/site/Default.aspx
- Terence Gargiulo, "Stories at Work: Using Stories to Improve Communication And Build Relationships" (2006)
- Annette Simmons, "The Story Factor" (2006)- http://www.annettesimmons.com/books/the-story-factor/
- http://astoriedcareer.com/terrence_gargiulo_qa.html
- http://www.getstoried.com/
- http://www.storybranding.com/site/

Littérature complémentaire

Stéphane DANGEL - Storytelling minute 170 histoires prêtes à l'emploi pour animer vos interventions - Eyrolles, janvier 2014

Travaux de recherche de l'EM : Veillez à mobiliser au moins une ressource

Peuvent être renseignés les manuels coordonnés, les traductions de manuel, les études de cas traduites etc...
- Stéphane DANGEL, Patricia TEHAMI, « Storytelling and Self-Management » : Les Frontières du vécu à la croisée des cultures dans le cadre d'un cours de Développement Personnel et Professionnel à EM Strasbourg Business School (Actes du 43e Congrès UPLEGESS, Strasbourg, 27-30 mai 2015, p. 201-208)
- Patricia TEHAMI. "Enhancing Students' Cross-cultural Understanding and Employability through Storytelling", Decision Line, Vol. 48, N°4, July 2017, pp. 7-9.
http://www.decisionsciences.org/Publications/Decision-Line

Modalités d'évaluation

Liste des modalités d'évaluation

Evaluation intermédiaire / contrôle continu 1 Autre (date, contrôle surprise...) : Throughout the course
Ecrite et orale (300 min) / individuelle / Anglais / pondération : 50 %
Précisions : 1° One-page story: 20% Session 6 - 2° Elevator Pitch: 10% Session 8 - Backstory presentation (in the last 2 or 3 sessions) and regular class contribution: 20%

Evaluation finale Semaine d'examens
Ecrite (120 min) / individuelle / Anglais / pondération : 50 %
Précisions : No class notes or documents will be allowed