

Storytelling and Self-Management

EM054M95A2

Program

PGE
Visitants

UE

Storytelling and Self-Management

Semester

A

Discipline

Interpersonal development techniques

Contact hours

27 H

Number of spots

30

ECTS

5

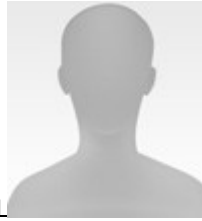
Open to visitors

Yes

Language



Coordinator



Stéphane DANGEL

List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Patricia TEHAMI	patricia.tehami@em-strasbourg.eu	27 h
Stéphane DANGEL	sdangel@unistra.fr	27 h

Pedagogical contribution of the course to the program

Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management

Design solutions adapted to organizational problems by applying relevant methodologies

Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable

Co-build a managerial and organizational culture through collaborations and team projects

Effectively argue his ideas orally and in writing with a professional posture

Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"

Communicate in a professional context in (foreign) languages, in writing and/or orally

Description

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.

Teaching methods

Face-to-face

- Lectures
- Tutorials
- E-learning
- One-to-one tutoring

In group

- Exercises
- Oral presentations
- Case studies/texts

Interaction

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

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

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

Upon completion of this course, students should be able to

- - (level 3) **share** a variety of personal experiences and visions
 - - (level 3) **accept** and provide regular feedback
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Outline

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 ASSESSMENT 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

Exam practice will be provided in the last sessions.

No prerequisite has been provided

Knowledge in / Key concepts to master

A minimum B2 level of spoken and written English is required:

<https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=090000168045bb52>

An interest in sharing with and learning from other participants.

Teaching material

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
- Coaching/mentoring

Software

- Pack Office (Word, Excel, PowerPoint, Access)
- Keynote

Additional electronic platforms

- AssessFirst
 - CrossKnowledge
 - goFLUENT
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Recommended reading

Main reading material

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

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

Additional literature

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

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

- 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.
<https://decisionsciences.org/publication/decision-line/issue-4-july-2017/>

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Class no. 6

Written / Individual / English / Weight : 20 %

Details : Individual written home assignment - One-page story. Due date: Session 6. 20% of the overall mark.

This evaluation is used to measure ILO2.3-PGE, ILO2.4-PGE, ILO4.1-PGE

Intermediate assessment / continuous assessment 2 Class no. 8

Written / Individual / English / Weight : 10 %

Details : Individual written home assignment. Storied Elevator Pitch. Due date: Session 8. 10% of the overall mark

This evaluation is used to measure ILO2.3-PGE, ILO2.4-PGE, ILO4.1-PGE

Intermediate assessment / continuous assessment 3 Other (date, pop quiz, etc.) : At every session

Written and oral / Individual / English / Weight : 20 %

Details : Class contribution and participation, including a backstory presentation. The backstory presentations will take place in the last two/three sessions depending on class size. 20% of the overall mark.

This evaluation is used to measure ILO1.2-PGE, ILO2.1-PGE, ILO2.3-PGE, ILO2.4-PGE, ILO3.2-PGE, ILO4.1-PGE

Final evaluation Exam week

Written (120 Min.) / Individual / English / Weight : 50 %

Details : Two-hour final written exam. The exam will be scheduled during exam week. Please check the date with your Student Office. 50% of the overall mark.

This evaluation is used to measure ILO2.3-PGE, ILO2.4-PGE, ILO4.1-PGE