

# Storytelling and Self-Management

**EM054M95A**

## Program

**PGE**  
PGE 2A - FINANCE - COMPTABILITE

## UE

Storytelling and Self-Management

## Semester

A

## Discipline

Interpersonal development techniques

## Contact hours

27 H

## Number of spots

30

## ECTS

5

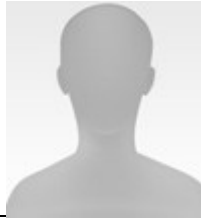
## Open to visitors

Yes

## Language



## Coordinator



Stéphane DANGEL

## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Patricia TEHAMI	<a href="mailto:patricia.tehami@em-strasbourg.eu">patricia.tehami@em-strasbourg.eu</a>	27 h
Stéphane DANGEL	<a href="mailto:sdangel@unistra.fr">sdangel@unistra.fr</a>	27 h

### Pedagogical contribution of the course to the program

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

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

### 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 into 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
- 

### Affective domain

Upon completion of this course, students should be able to

- - (level 3) **accept** to share as part of a give-and-take process
- 

## 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

---

## No prerequisite has been provided

### Knowledge in / Key concepts to master

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

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

---

## 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

### Software

**No items in this list have been checked.**

### Additional electronic platforms

**No items in this list have been checked.**

---

## 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>
- 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://astoriedcareer.com/terrence_gargiulo_qa.html)
- <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.

<http://www.decisionsciences.org/Publications/Decision-Line>

---

## **Assessment**

### **List of assessment methods**

**Intermediate assessment / continuous assessment** Other (date, pop quiz, etc.) : Throughout the course

Written and oral (300 Min.) / Individual / English / Weight : 50 %

**Details :** 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%

**Final evaluation** Exam week

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

**Details :** No class notes or documents will be allowed