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COURSE BROCHURE

Advanced Purpose-Led Leadership Storytelling Training Course

17 – 28 May 2027
Amsterdam

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Registered in the United Kingdom and Saudi Arabia

Advanced Purpose-Led Leadership Storytelling Training Course

Ref: 1079_40635 **Date:** 17 – 28 May 2027 **Location:** Amsterdam **Fees:** 9500 GBP

Purpose-Led Leadership Storytelling is a 2-week training course for senior leaders steering change, built around a Leadership Narrative Playbook that sets out the founding story, the change story and the proof points a leader will use with each audience. Organisations now ask people to follow shifts in strategy faster than formal plans can explain them, so the leader's narrative carries much of the load. The course is delivered by Jupiter Prime Training.

Why Purpose-Led Leadership Storytelling Matters Now

Three forces shape leadership storytelling today. Hybrid and dispersed workforces meet senior leaders mostly through screens and short messages, so meaning must travel in fewer words. Employees and investors increasingly test whether stated purpose matches decisions on budgets, hiring and closures. And repeated restructuring has made many teams sceptical of change announcements. A leader who links purpose to concrete choices earns discretionary effort and faster alignment; one whose story drifts from action loses trust that is slow to rebuild. The course draws on Emotional Intelligence EI models, the hero's journey structure, the Situation-Complication-Resolution SCR pattern and 360-degree feedback.

Who Gains Most from Purpose-Led Leadership Storytelling

- Leaders accountable for announcing and sustaining a major change in direction
- Heads of function who must translate corporate purpose into departmental priorities
- Executives who speak for the organisation at town halls, boards and partner forums
- Senior leaders rebuilding morale after a merger, restructure or failed initiative
- Leaders preparing successors to carry the organisation's founding story

Leadership teams that attend together gain most, because they leave with one shared narrative spine rather than several competing versions of the same change.

Purpose-Led Leadership Storytelling Capabilities

Participants practise turning purpose statements into stories that move people and hold up under scrutiny.

- Craft a founding narrative that ties purpose to present decisions — board and executive committee
- Design a change story using the SCR pattern — employees facing restructuring
- Calibrate tone and message through emotional intelligence cues — sceptical or anxious audiences
- Build a bank of proof points that keep the story credible — investors and partners
- Adapt one narrative for town halls, one-to-ones and written briefings — internal communication leads
- Test narrative consistency with 360-degree feedback — leadership succession decisions

Key Purpose-Led Leadership Storytelling Terms

- Purpose narrative — a story explaining why an organisation exists and how today's choices serve that reason.
- Followership — the willing commitment people give a leader beyond what authority alone can demand.
- Narrative spine — the short sequence of beats that every version of a leader's story keeps intact.
- Proof point — a concrete action, decision or result that shows a stated purpose is being lived.
- Say-do gap — the distance between what a leader announces and what colleagues see happen afterwards.
- Emotional contagion — the way a leader's mood and energy spread through a group and shape its response.

Purpose-Led Leadership Storytelling Day by Day

Day 1: Why Followers Choose to Follow

- Followership Models — What Makes Commitment Voluntary Rather Than Compliant
- Purpose Versus Mission Statements — Which Message Anchors Long-Term Direction
- Trust Equation Diagnostic — Where Credibility Is Gained or Lost
- Stakeholder Belief Mapping — Whose Conviction the Change Depends On
- Personal Leadership Origin Story — Why the Leader Cares About This Change

Day 2: The Architecture of a Leadership Story

- Hero's Journey Structure — Casting the Organisation Rather Than the Leader
- Situation-Complication-Resolution Pattern — Ordering a Board-Level Change Argument
- Narrative Spine Drafting — Which Five Beats Survive Every Retelling
- Tension and Stakes Framing — How Much Urgency an Audience Can Absorb
- Story Versus Slide Deck Comparison — When Narrative Outperforms Data Alone

Day 3: Connecting Purpose to Decisions

- Purpose-to-Priority Cascade — Translating Corporate Why Into Departmental Goals
- Proof Point Inventory — Which Actions Show the Purpose Is Real
- Say-Do Gap Audit — Where Past Announcements Undermined Belief
- Trade-Off Storytelling — Explaining What the Organisation Will Stop Doing
- Values-in-Action Case Writing — Capturing Moments Colleagues Will Repeat

Day 4: Emotional Intelligence in the Narrative

- Emotional Intelligence Self-Assessment — How the Leader's Mood Shapes the Message
- Audience Emotion Mapping — Anticipating Fear, Loss and Hope During Change
- Emotional Contagion Awareness — Managing Energy Before High-Stakes Moments
- Empathy Statements — Acknowledging Loss Without Weakening Direction
- Resistance Conversation Rehearsal — Responding to Cynicism With Story

Day 5: Vision Communication Across Audiences

- Vision Picture Writing — Describing a Future Colleagues Can See
- Audience Segmentation Grid — Tailoring Depth for Board, Staff and Partners
- Town Hall Narrative Design — Opening, Turning Point and Call to Act
- One-to-One Story Adaptation — Personalising the Change for Key Influencers
- Written Briefing Narrative — Keeping the Story Intact in Email and Memos

Day 6: Credibility Under Pressure

- Credibility Signals Review — Expertise, Consistency and Candour in Speech
- Bad News Narrative Structure — Announcing Closures and Cuts Honestly
- Hostile Question Handling — Holding the Story Line Without Defensiveness
- Crisis Storytelling Sequence — First Statement, Update and Resolution Message
- Vulnerability Calibration — How Much Personal Disclosure Builds Trust

Day 7: Energising Teams Through Shared Stories

- Collective Story Harvesting — Drawing Team Narratives Into the Change
- Recognition Storytelling — Turning Individual Wins Into Shared Momentum
- Ritual and Symbol Design — Marking Milestones That Sustain Energy
- Team Purpose Charter — Linking Local Work to the Wider Why
- Momentum Pulse Check — When Energy Fades and the Story Needs Renewal

Day 8: Voice, Delivery and Media

- Vocal Pacing and Pause — Letting Key Beats Land With Listeners
- Body Language Alignment — Matching Gesture to Narrative Intent
- Virtual Storytelling Techniques — Holding Attention on Video Calls
- Short-Form Video Narrative — Leader Messages for Internal Channels
- Interview Bridging Technique — Returning External Questions to Purpose

Day 9: Sustaining the Narrative Over Time

- Narrative Roadmap — Sequencing Story Chapters Across a Multi-Year Change
- Storyteller Network — Equipping Middle Leaders to Retell the Story
- 360-Degree Feedback on Messaging — Testing Whether the Story Is Heard
- Narrative Drift Indicators — Spotting When Versions Start to Diverge
- Succession Story Handover — Passing the Founding Story to New Leaders

Day 10: Practising the Leadership Narrative Playbook

- Origin and Change Story Rehearsal — Applying the Narrative Spine Under Observation
- Peer Critique of Proof Points — Testing Credibility Against the Say-Do Audit
- Emotion-Aware Town Hall Simulation — Combining Vision and Empathy Statements
- Hostile Panel Exercise — Defending the Story Under Pressure
- Leadership Narrative Playbook Completion — Audience Versions, Proof Points and Roadmap

Applying Purpose-Led Leadership Storytelling After the Course

- Run a say-do gap audit with the leadership team and publish three proof points that close the widest gap.
- Brief a storyteller network of middle leaders on the narrative spine and collect their retellings after two weeks.

Purpose-Led Leadership Storytelling Questions FAQ

What is purpose-led leadership storytelling and why does it matter now?

Purpose-led leadership storytelling is the practice of explaining change through a narrative that links an organisation's reason for existing to its current decisions. It matters now because dispersed, sceptical workforces judge leaders on whether their story matches what actually happens.

Which roles gain most from purpose-led leadership storytelling?

Senior leaders who announce and sustain change gain most. That includes heads of function translating corporate purpose, executives speaking at town halls and boards, and leaders rebuilding trust after a merger or restructure in sectors such as energy, healthcare and financial services.

How does purpose-led leadership storytelling differ from a public speaking course?

Purpose-led leadership storytelling focuses on what the story says and whether decisions support it, not only on delivery. A public speaking course polishes voice and slides; this course builds the narrative spine, proof points and say-do checks that keep a change story credible over months.

What will you bring back from purpose-led leadership storytelling?

You bring back a tested narrative for your current change. It includes your origin and change stories, audience-specific versions, a proof point inventory, an emotion map of key groups and a roadmap for retelling the story through a network of middle leaders.

Purpose-Led Leadership Storytelling: The Way Forward

The Leadership Narrative Playbook first informs how the next major change announcement is framed and sequenced. Executives, communication leads and the storyteller network use it to keep every retelling on the same spine. After its first use, the perspective worth revisiting is the say-do gap: which proof points colleagues actually noticed, and which promises still wait for visible action.