



MASSACHUSETTS SCHOOL
ADMINISTRATORS' ASSOCIATION



All educators PK-12

Lead with Story: A Two-Part Synchronous Online Workshop



Featuring Presenter:
Brianna Hodges

Webinar 1:

Lead With Story: 3 Key Purposes

Wednesday, August 26, 4:00pm–5:15pm ET

Webinar 2:

**Lead With Story: The Three Must-Tell
Stories for Uncertain Times**

Wednesday, September 2, 4:30pm–5:45pm ET

Register for either or both!

Links to webinars will be emailed to registrants in advance of the events.

3 PD Hours, Content Area:
Leadership and Administration

These webinars
will be offered at no cost
through the courtesy of Brianna Hodges

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“Leadership is the art of inspiring others to make a story come true.”

—Andy Raskin

Don't be fooled or turned off by the word “story.” Story is how we communicate, learn, process, trust and understand. As leaders, storytelling is the omnipotent vehicle for delivering and infusing meaning.

In the first webinar, **Lead With Story: 3 Key Purposes**, participants will explore and experience story's unique ability to create meaning out of ambiguity, volatility, complexity and change. They will:

- identify the three purposes of story
- leverage the *Strategic Story* process
- discern intended audience, needs
- target outcomes
- clarify language, approach, and appropriate emotion specific to messaging
- structure elements
- purposeful sharing

The second webinar, **Lead With Story: The 3 Must-Tell Stories for Uncertain Times**, builds on the previous work, combining purpose and outcome to explain the three critical *Strategic Stories* you should be telling right now. Participants will:

- experience and explore effective examples
- identify your 3 unique stories
- develop critical components

- personalized narrative assets
- TAKEAWAY: Lead With Story Toolkit

[Click here](#) to access Brianna Hodges' ebook "Lead with Story"

Brianna Hodges is an experienced school and district leader with superpowers for storytelling, developing community, camaraderie, and capacity. After 10+ years as a PR exec, Hodges now works with school districts across the country to inspire innovation, foster equitable learning cultures, and put purpose into practice. She serves as National Advisor & Spokesperson for Future Ready Instructional Leaders and is on the Future Ready Faculty. She was named K12 Administrator to Watch (2018) and Texas EdTech of the Year (2017).

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Briannahodges.com

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