

Advanced Transformational Storytelling:

How to Use Storytelling to Catalyze Change (especially when direct approaches aren't working)

A Workshop for Counselors, Coaches, and Change Agents

with David Lee

September 21st | 8:30-3:30 | Westbrook, Maine

Why Is Transformational Storytelling Such an Important Tool for Counselors, Coaches, and Change Agents?

Stories enable you to...

1. **Challenge people's limiting beliefs and perspectives without coming across as confrontational** and...therefore...not trigger defensiveness and resistance.
2. **Open people's minds to new possibilities in ways that direct approaches can't.** Do you have clients who firmly believe they have no choice, no options and when you try to help them see they do, they can't hear it? They think you just don't understand? This is where the indirect, "it's just a story" nature of storytelling is so helpful, because you're talking about other people in other situations (yet, at the experiential level, the "structure of the problem" is the same).
3. **Make your ideas and recommendations more understandable, compelling, and memorable. This increases your ability to influence others.**--Learn how to use the right analogy which can make your point hit home at a visceral level (and not stay stuck at the intellectual level). Learn how to see common everyday experiences as powerful teaching tools that can help people shift from knowing intellectually to a felt sense understanding.
4. **Create "Inward Bound" experiences that lead to profound healing and change—** Storytelling, when done effectively, is like an internal version of an Outward Bound experiential growth opportunity. The greatest change comes from having a new

experience, which is why experiential therapies often catalyze change when insight-oriented talk therapies haven't been able to. The authors of *Influence* said it so well when they wrote that while experience was the best teacher, vicarious experience was the second best. Because storytelling is a form of vicarious experience, it provides the client with a safe, quasi virtual reality experience of new ways of feeling, acting, and thinking.

5. **Make your presentations more fascinating, compelling, and memorable.** If part of your work is teaching or making presentations, as you undoubtedly know, stories and analogies play a major role in making communication more interesting, understandable, and impactful.

(note: the above is excerpted from [Storytelling Techniques for Trainers](#) by David Lee)

Fee: Early Bird Rate until Sept 11th - \$149, Procrastinator Bird Rate (after the 11th) \$199

About the Facilitator:



David Lee has been using and teaching transformational storytelling for 30 years. He has taught workshops, and presented at conferences, on this topic throughout the US, Canada, and Australia.

His work on therapeutic storytelling was included in the book [Tales of Enchantment: Goal-Oriented Metaphors for Adults and Children in Therapy.](#)

If you want to get more of a sense of David's work, you will find videos and audios from a [resource page](#) created for a counseling graduate school class he guest taught at. Also, on page 3 you will find articles and videos.

Related Articles and Videos

[Perspective Change Stories—A Gentle, Yet Powerful Way, to Challenge Limiting Perspectives](#)

—This blog post with video shows one type of perspective shift story. While the example was from a presentation, this particular story is one you could use in a coaching or counseling context to help people let go of experiences that they still felt embarrassment or shame around.

When you watch it, think of that context and the mixture of self-disclosure, modeling acceptance of one's imperfection, and the ability to laugh at something one was at first mortified by, and...how that story could be used to help a client put their embarrassing experience in perspective.

This story is also an example of how storytelling uses associational learning to help the person associate new feelings—in this case amusement—to contexts so that the context no longer has power over the client, because when they think of the situation, they now associate it with the feelings attached to the story (and in this case, the "punch line").

[How to use a Self-Disclosure Story to teach Self-Awareness](#) –Here's how to use appropriate self-closure and self-deprecating humor to reduce shame and invite self-awareness (rather than directly challenging the person). Appropriate self-disclosure stories also reduce the awkward power differential that often occurs when one adult is seeking help from another.

[How to Use "If I could handle that, I can handle this!" Stories in Coaching](#)—This is a powerful story genre for helping shift from a fearful, disempowered state where they don't have hope or can't see possibilities, to a state where they CAN see possibilities because they are now in a more empowered state. *This is a blog post with video.*

[How I got a skunk to start my conference presentation](#) –This is both a fun example of "stories are everywhere" and being on the lookout. It's also an example of how to use a story as an analogy to make a concept more "sticky". In this case, I used the skunk and his lack of fear as an analogy for the difference that being resilient makes.

[What's Your Handstand?](#) – This is an example of using a personal experience (learning how to do handstands) as an analogy to help others normalize the awkward, anxiety-filled stages of stepping outside your comfort zone and...as a way to communicate "that thing you think is such a big deal and overwhelming...you might discover eventually that it's really no biggie..."

Comments from program participants

"The highlight of the Maine Career Development Association conference this spring was David Lee's workshop on Resiliency. I found his ability to captivate and engage the audience, from the moment we walked through the door until the very end, impressive and rare. David's dynamic, storytelling presentation style both teaches and inspires through his sharing of humorous, relatable stories that speak to the opportunity for personal growth and transformation throughout our lives." - *Kathy Bouchard, Career Advisor, Goodwill Industries, ME*

"David Lee spoke during a class I took on career development as a graduate student. From the beginning of his presentation, David had my rapt attention. He was engaging and attentive as a facilitator and modeled the content about which he spoke, which was on how to use storytelling as a counseling and presentation tool. I saw David a couple of years later in a different context and immediately remembered him and his workshop – it stuck with me because of its impact on my development as a professional." - *Holly Khiel, Career Advisor, Goodwill Industries, ME*

"David, thanks again for coming in to talk with my counseling students about the power of storytelling as a counseling modality. One of the things I noticed most about you is your ability to reach all of my students, even those who weren't interested in the topic prior to your coming. Your presentation demonstrated storytelling as a powerful way to connect with people in a deeply personal way." - *Greg Fall Adjunct Professor, USM, ME*

"David Lee is a creative storyteller who can translate simple everyday life encounters into engaging stories that impact at a visceral, experiential level. He also creates archetypal, mythic stories carefully designed to dissolve limiting beliefs and facilitate deep unconscious healing.

I had not heard of storytelling as a therapeutic tool when I first attended a therapeutic storytelling workshop of David's more than 20 years ago, at a national conference. His work has had a huge impact on me both personally and professionally. Personally, because I was a demo subject for his workshop, and the story he told played a major role in my willingness to leave a successful practice as an oncologist and embark on a whole new career.

Even though the mythical story he told had nothing to do—at the conscious level—with my particular dilemma, or even modern day life, the deep archetypal themes clearly impacted at the unconscious level. I believe it played an important role in my deciding to make the leap.

At a professional level, his teaching and coaching on storytelling helped me change my belief, created from years as a practicing physician, that I was not capable of the more right-brained process of storytelling.

I have found myself over the years becoming extremely comfortable, and intentional, in my use of storytelling as a way to invite people to see their world in new, more possibility-filled ways. I highly recommend you experience his unique, imaginative approach to this powerful communication medium." – *Dr. Bonnie Vestal, ID*

Registration Form

Registration Information

When: Sept 21st, 8:30-3:30 (lunch on your own)

Where: Husson University, 340 County Rd, Westbrook, Maine

Fee: \$149 Early Bird Rate (if registered by Sept 11th) \$199 after that [call for group rates]

To Register: Fill out this form with a check or credit card information, or go to StoriesThatChange.com and type "transformational" in the search box to find the workshop description and registration page.

Payment: Check enclosed (made out to HumanNature@Work) _____ Credit Card _____

If CC, Number: _____

Exp Date: _____ Security Code: _____ Name on Card: _____

Name(s) _____

Employer: _____

Mailing Address: _____

City, State, Zip Code: _____

Phone: _____ Email: _____

Confirmation with directions will be emailed to participants

Questions about the program, bringing it in-house, or David Lee's coaching and consulting services: call 207-571-9898 or email david@HumanNatureAtWork.com