

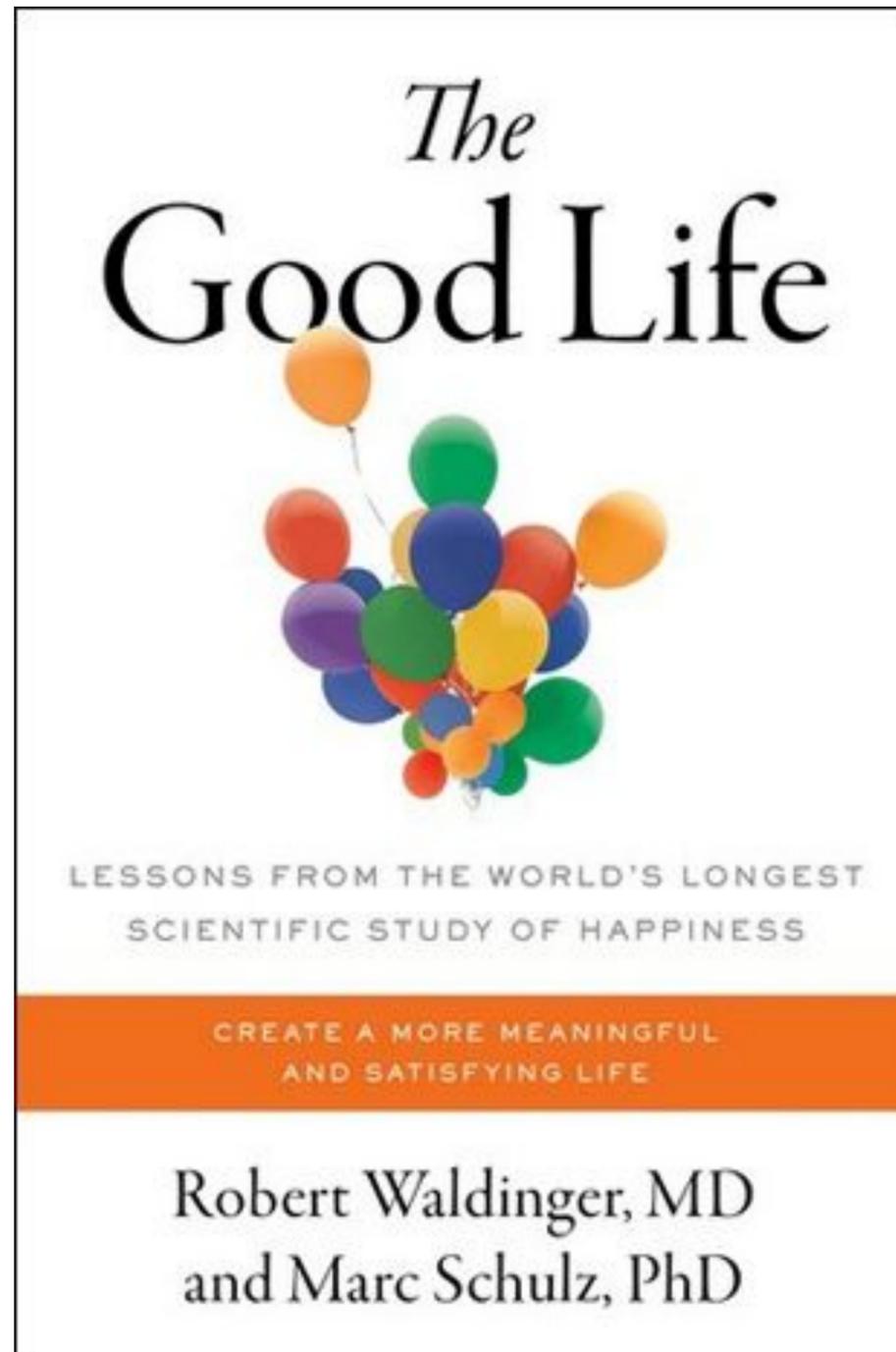
3 Keys To Effective Leadership Communication

[Esther Choy](#), KSM 2009

CEO & Chief Story Facilitator

Kellogg Reunion 2023

From the World's Longest Study on Adult Development



80+ years
700+ participants
2+ generations

“Good relationships keep us healthier and happier. Period.”

-Dr. Robert Waldinger, co-author

Is A Leader, More of The...

Sage

on

Stage

Or

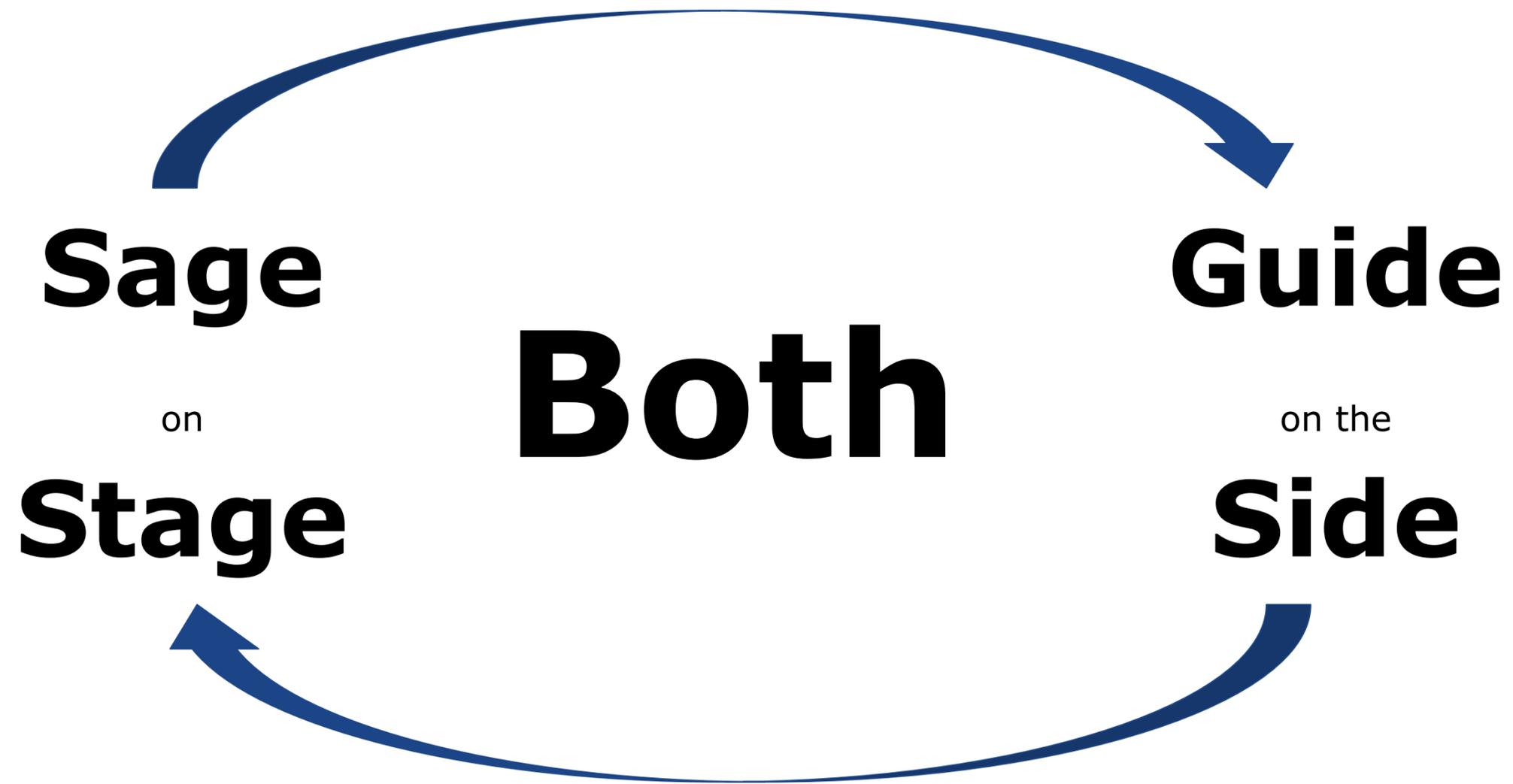
Guide

on the

Side



You Can Be



3 Keys To Leadership Communication

I. Leaders As Facilitators

II. Cultivate Belongings

III. Word Play

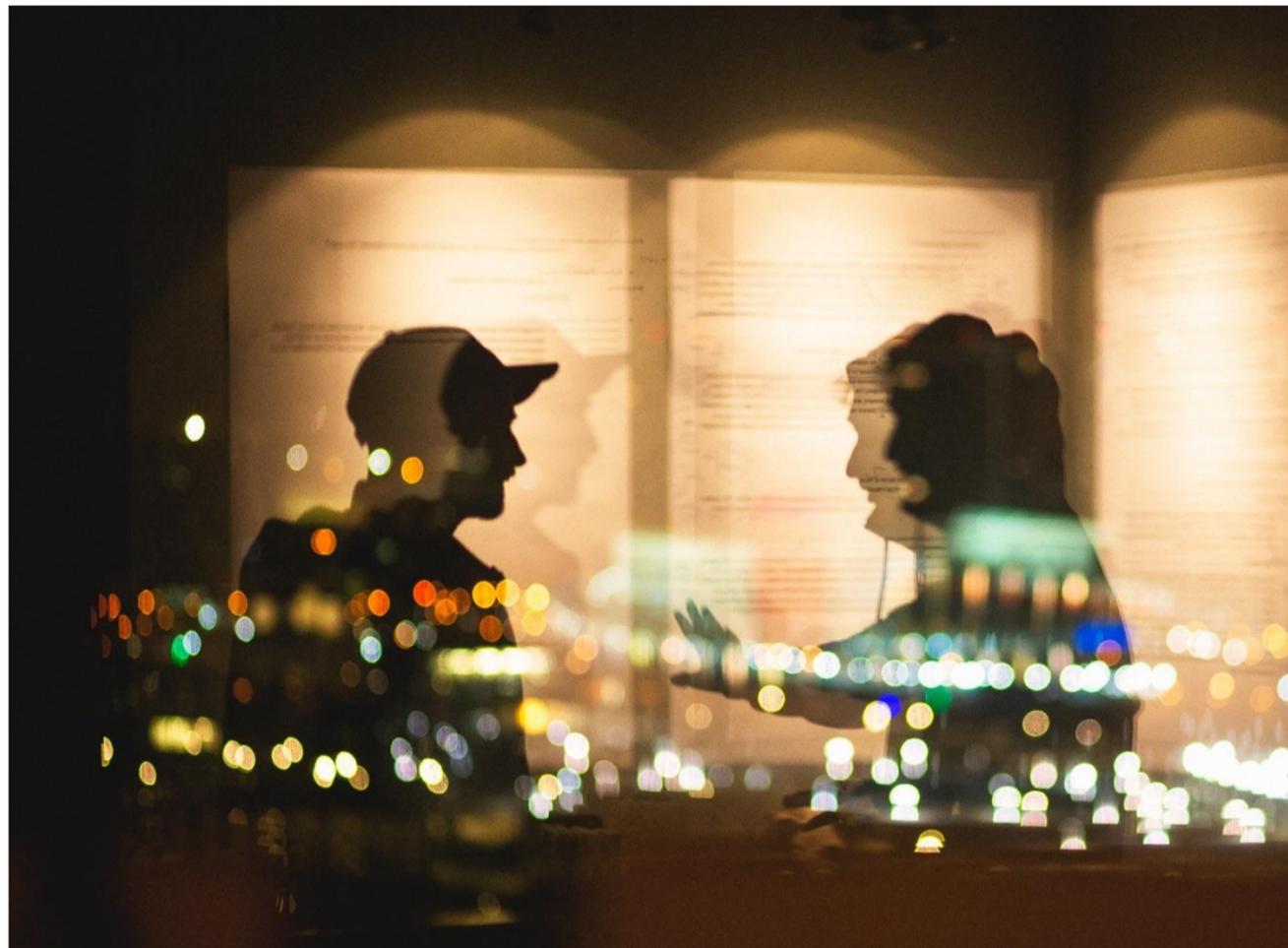
1. Leaders As Facilitators

Coaching Your Leaders To Build Their Narratives

The Question Is the Answer

- ❑ Promote self reflection
- ❑ Uncover hidden values
- ❑ Spur learning & innovation
- ❑ Mitigate business risks
- ❑ Build trust

What Kinds of Questions?



How are you?

Icebreaking Qs

Good, and you?

Mirroring Qs

...

Are you still considering retiring early?

Pivoting Qs

What do you miss most when you're not working?

Discovering Qs

Adapted from Brooks, Alison Wood and John, Leslie K. "The Surprising Power of Questions." Harvard Business Review, May-June 2018, <https://hbr.org/2018/05/the-surprising-power-of-questions>.

Discovering Questions – A sampling

Recounting & Reflecting

How do you spend time after finishing your MBA ?

What are the 2-3 things that help you get to your current position?

What is your favourite city and why?

What's a weird fact you happen to know?

What is your favorite dinosaur?

What brings out the worst in you?

What type of work lights you up, and what type drains you?

What is something unique about you that few people know?

Imagining & Desiring

What is one thing you want to learn or get better at?

What is your dream job?

Where is the next trip you would like to take if time/money wasn't a barrier?

If could imagine yourself in a previous life, who would you be?

If you could have dinner with someone, dead or alive, who would it be?

Who is the leader you would most want to be like?

What is your retirement plan?

Pontificating & Proclaiming

If the universe is a grand design, then why do all mammals need sleep?

What is your story?

If you had to put a message on a billboard, what would be your message?

How would you define a successful life?

Does luck play a role in capturing senior leadership roles, beyond a certain point in your career trajectory? Being in the right place at the right time?

10 Crazy Good Question Types

1. Origin
2. Why
3. Surprise
4. Compare & Contrast
5. More
6. Meaning
7. Greatest
8. Different Path
9. Take-away
10. Self

Asking Crazy Good Questions



Example: **Tell me about one thing you thought was a waste of time and/or money until you tried it?**

Type 3: Surprise
Type 4: Compare & Contrast

Example: **What was one thing in 2022 you could use more or less of in 2023? Why?**

Type 2: Why
Type 4: Compare & Contrast
Type 9: Take-away

Example: **What was one of the best things you've done just because you're told you couldn't?**

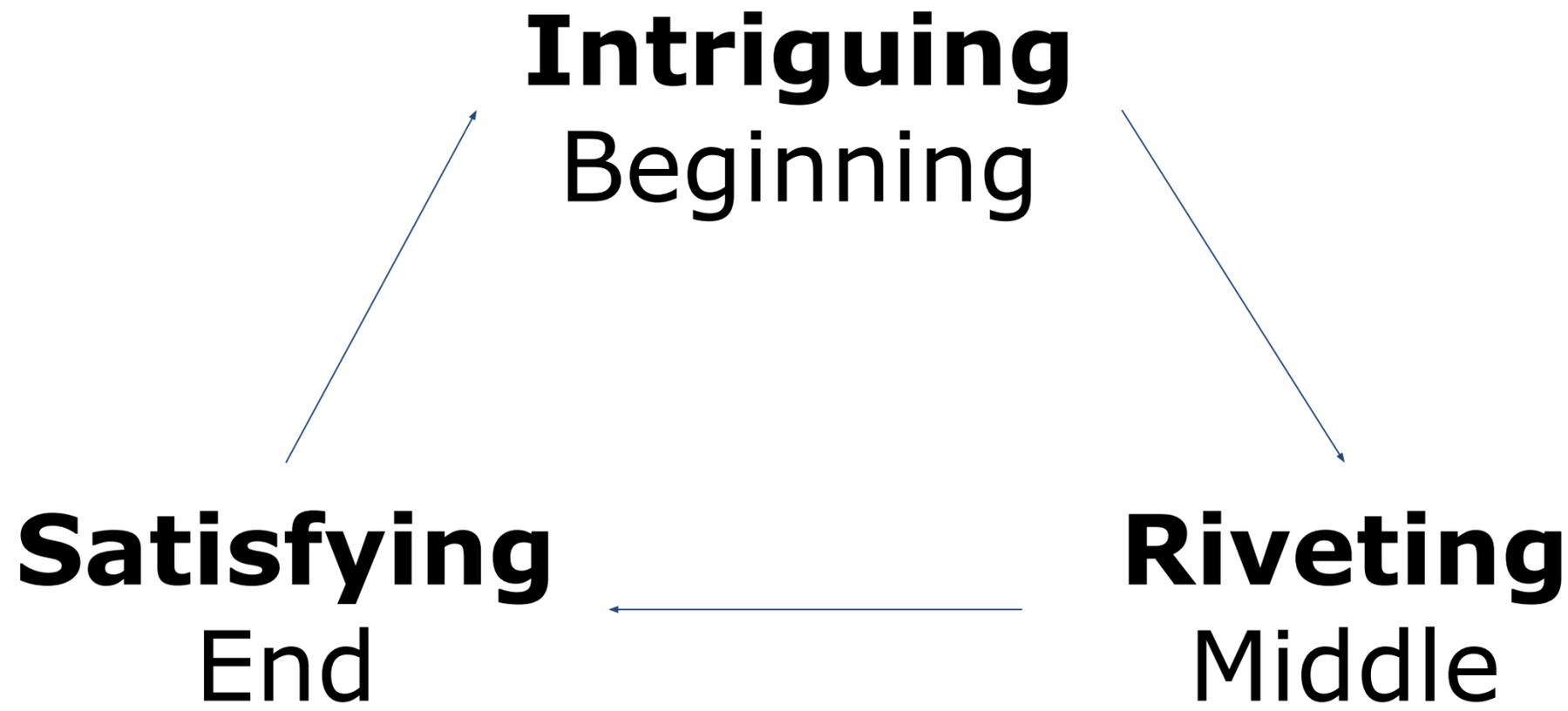
Type 7: Greatest
Type 8: Different path
Type 10: The self

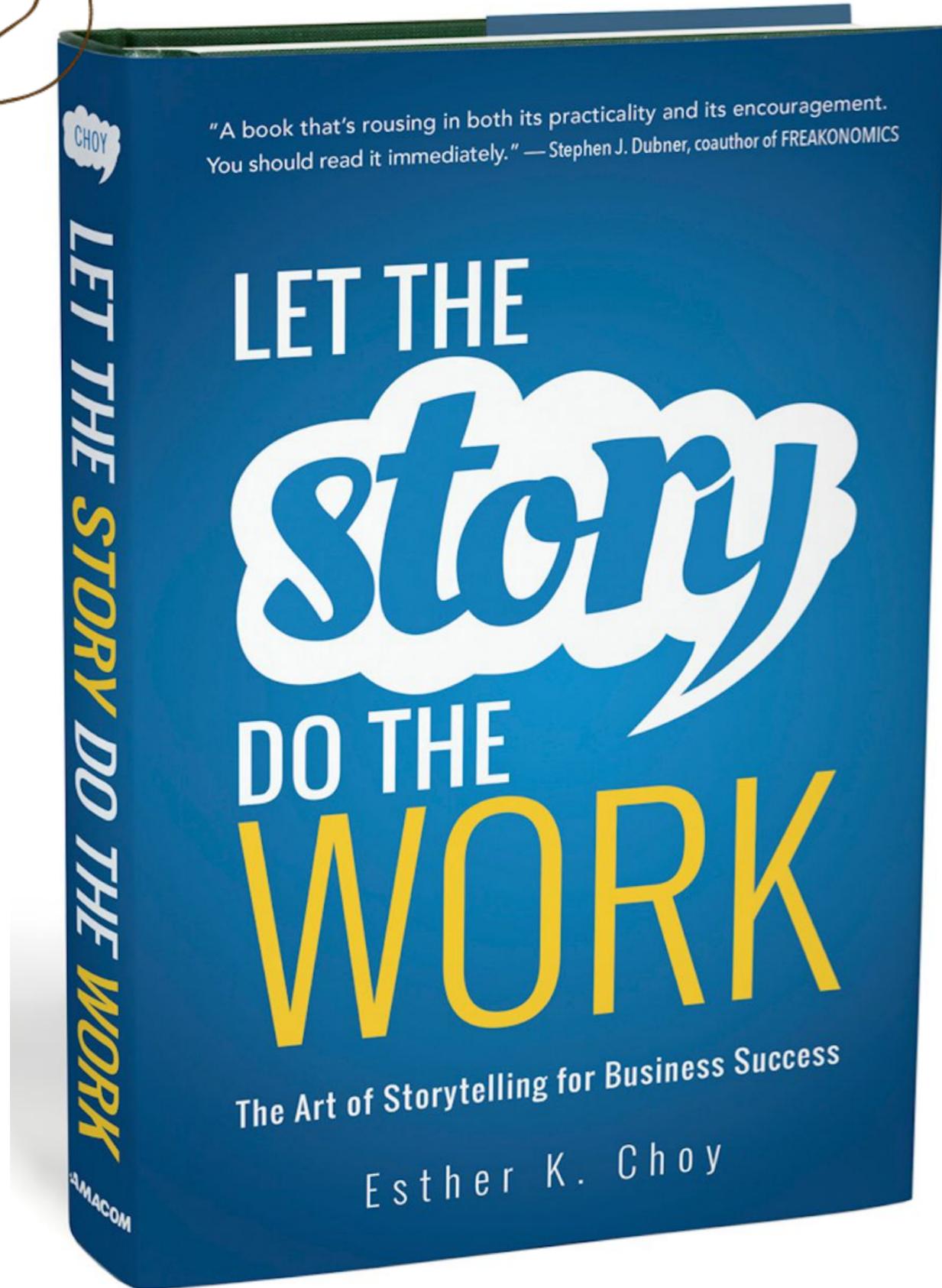
Example: **What's one thing from your professional life you're very proud of but haven't included in your CV/resume/LinkedIn/bio?**

Type 5: More
Type 10: The Self



Meet Our Best Friend: IRS©!





CHOY

"A book that's rousing in both its practicality and its encouragement. You should read it immediately." — Stephen J. Dubner, coauthor of FREAKONOMICS

LET THE **STORY** DO THE **WORK**

LET THE
story
DO THE
WORK

The Art of Storytelling for Business Success

Esther K. Choy

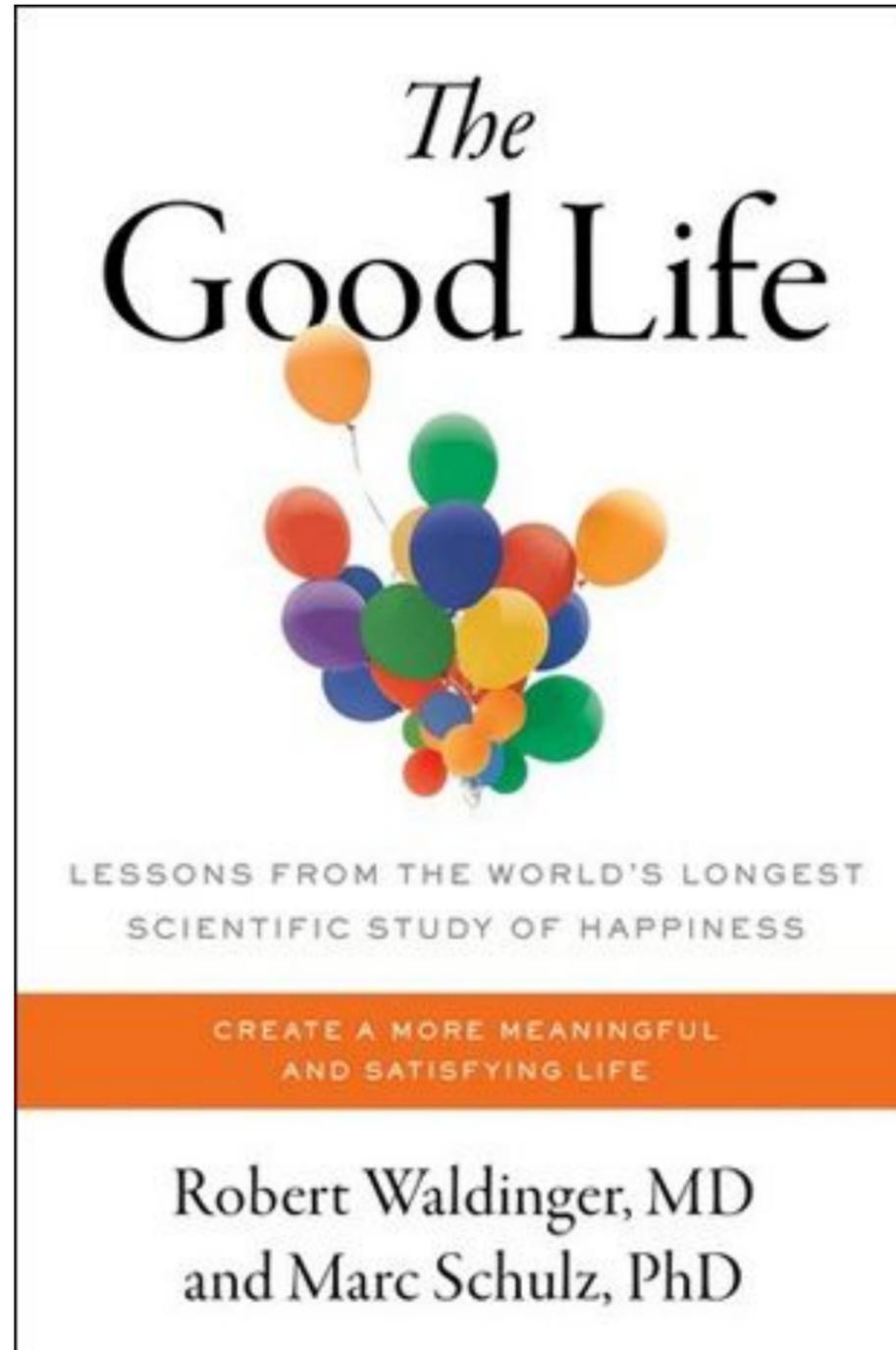
AMACOM

LEADERSHIP
story lab™

2. Cultivate Belongings

Helping Your Team Speak Up, One Level At A Time

“People at work need to be...



Heard,
Seen, and
Understood.”

Dr. Marc Schulz, co-author

3 Levels of Speaking Up



III. Challenge & Change

II. Add & Subtract

I. Clarify & Summarize

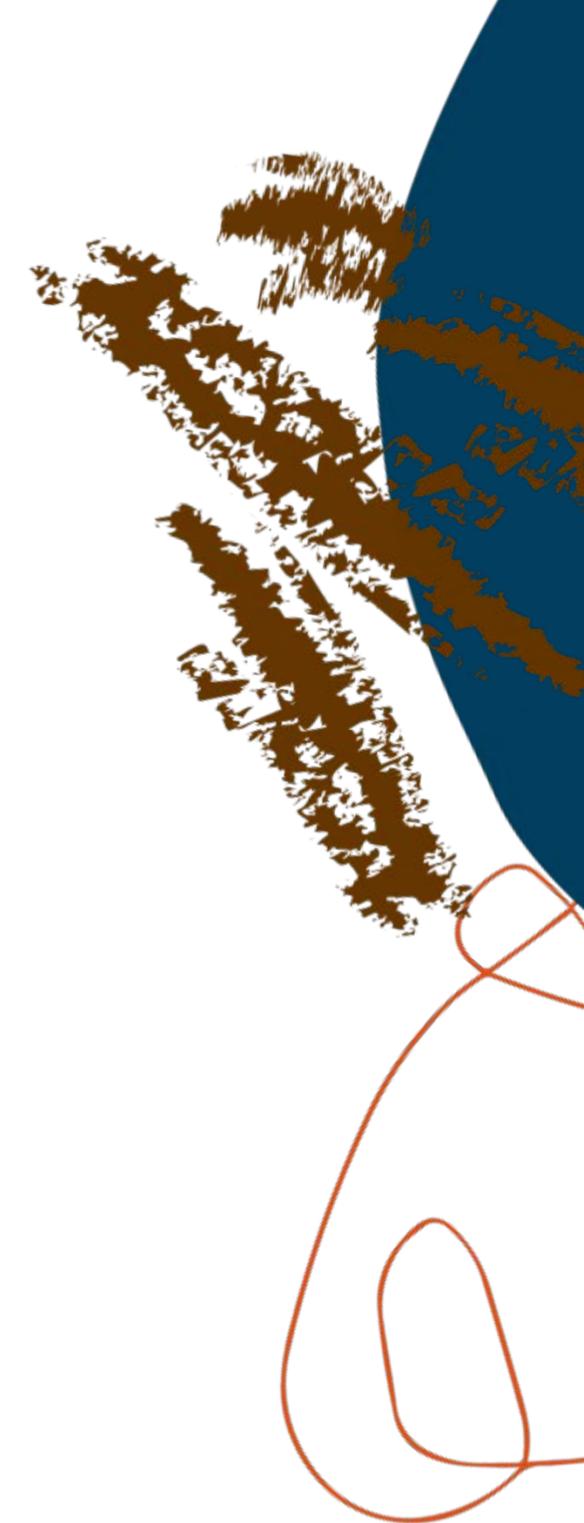
3. Word Play

Accelerating Your Message Impact
With Creativity

7 Ways to Play with Words

1. One word
2. Pair unexpected words
3. Contrast
4. Contradiction
5. Flip flop words
6. Lean on the little ones
7. Purposeful Repetition

Enough



2. Pair unexpected words

- Venture capitalist vs Venture philanthropy
- Vs Venture culturalist
- “Make your mess your message” Robin Roberts
- “The invisible obvious” RP Eddie



3. Contrast

- “NU alum are people who make **high** impact but carry **low** ego.” Morton Shapiro
- “It’s not what they **call** you, it’s what you **answer** to.” Elizabeth Gilbert
- The days are **long** but the years are **short**.



4. Contradiction

- The days are **long** but the years are **short**.
- "Have **fun** doing **serious** things." Paul Arntson
- "Some people are so **poor** that all they have is **money**." Bob Marley



5. Flip Flop Words

- People don't **care** how much you *know* until they **know** how much you *care*.
- **Numbers** don't *lie*, but you can **lie** with *numbers*.
- Not everything that can be **counted** *counts*, and not everything that **counts** can be **counted**.”
 - Albert Einstein
- Leave a better **world** to our *children*. Or... Leave better **children** to our *world*.



6. Lean on the Little Ones

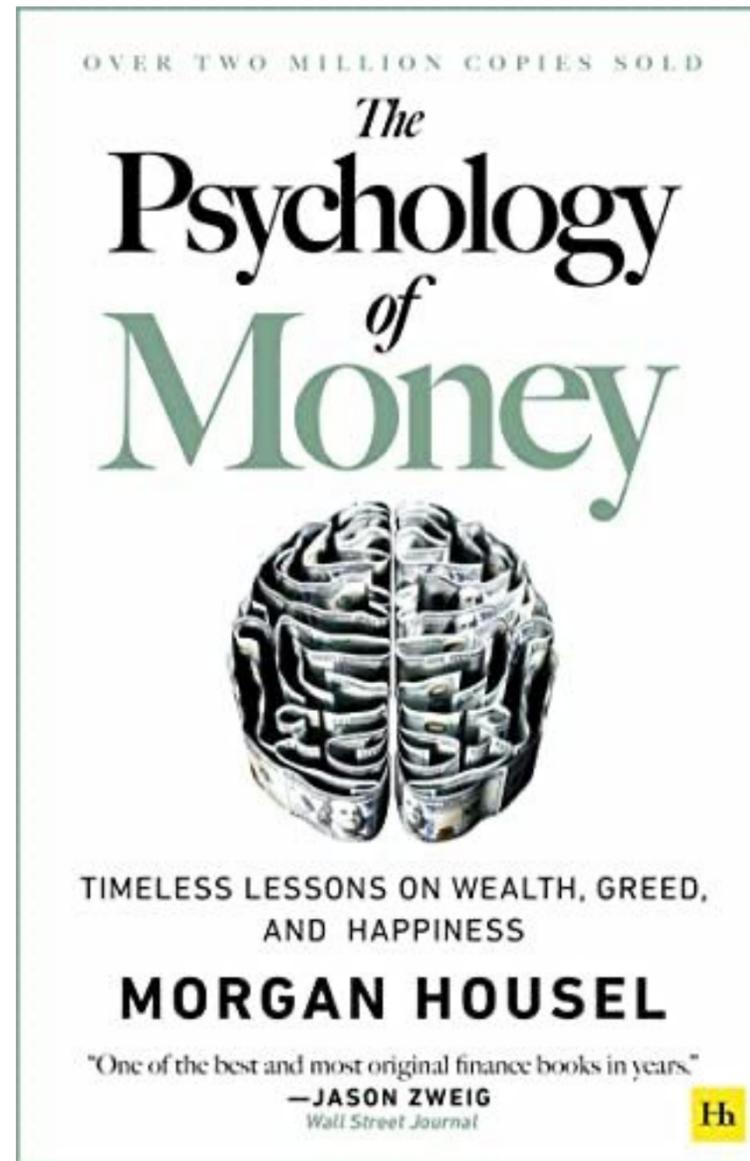
- Progress **over** perfection vs. Progress **is** perfection
- “I’ve worked **for, on,** and **with** family businesses for over three decades.” Justin Craig



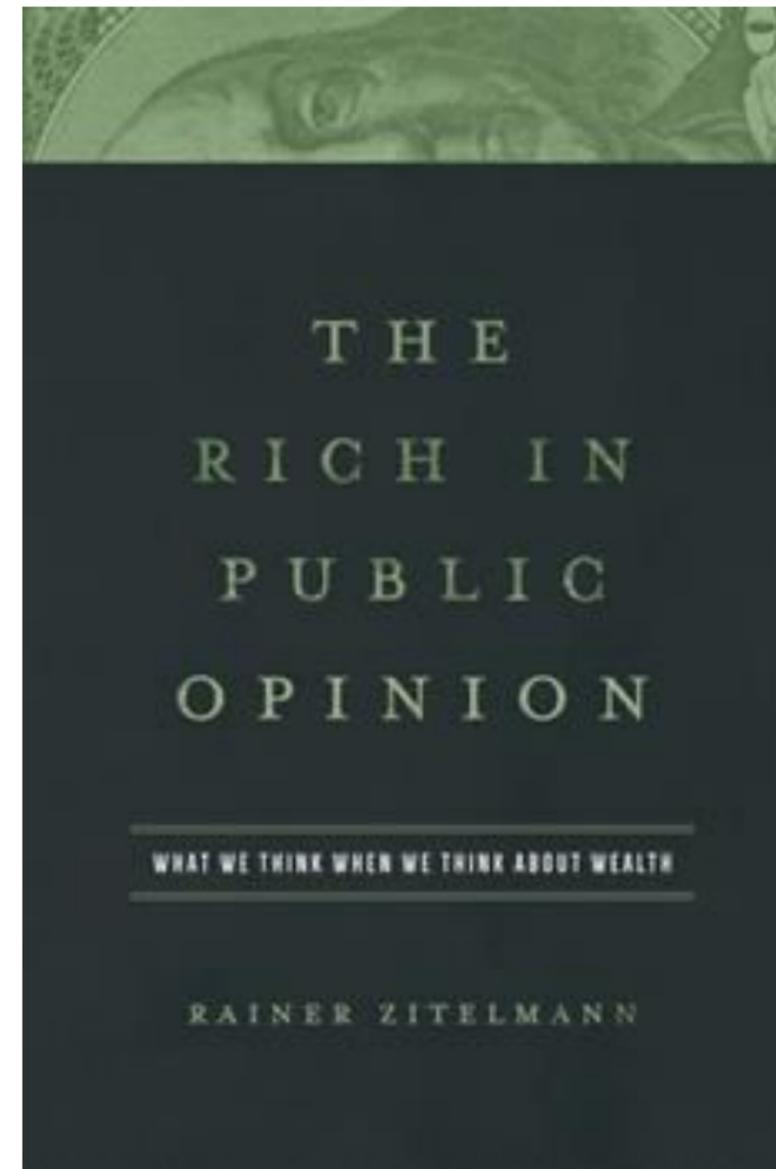
7. Purposeful Repetition

- Spending **money** to show people how much **money** you have is the fastest way to have less **money**.
- The most important part of every **plan** is **planning** on your **plan** not going according to **plan**.
- Morgan Housel, The Psychology of Money

Wisdom



Knowledge



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**Types of
Crazy Good
Questions**

10

**Levels of
Speaking
Up**

3

**Ways to
Word
Play**

7

“Good relationships keep us healthier and happier. Period.”



WITH
Esther Choy



Become a Certified Story Facilitator

3 Levels

How Would You Help Others Tell Their Stories?



Complimentary, small group, guided, safe, best place to test, practice and rehearse.

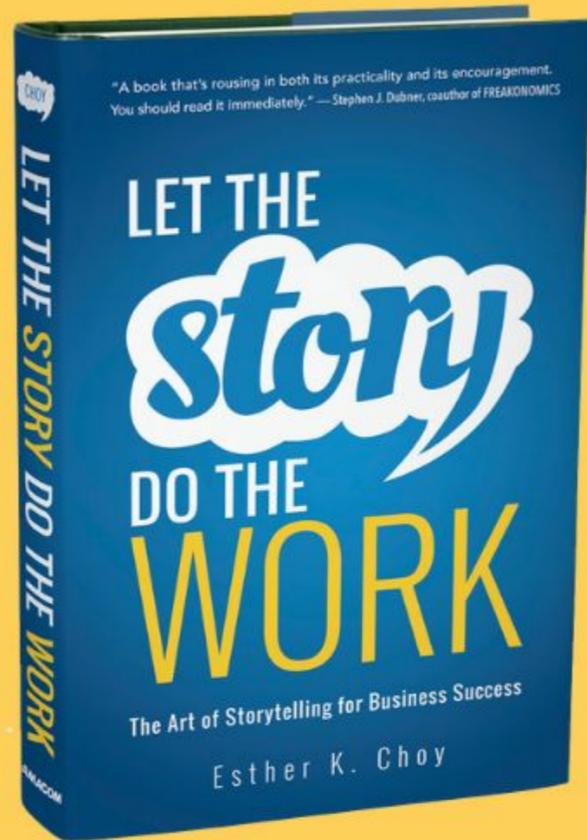
Sign Up Now & Resources



Continue learning with these resources:

- [Story Facilitator Certification](#)
- [Story Lab](#)
- [Let the Story Do the Work](#)
- [Better Every Story](#)

READ



DISCOVER

LeadershipStoryLab.com



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