Leading with Your Values

Invest in Your Future Conference

University of Alberta

Facilitator: Kelly Wood
AGENDA

10.00  Hello and who we are
10:10  Leadership & Values
11.05  Break
11.20  Engaging with our Vision: Next Steps
12:15  Commitments & Close
VALUES

Principles or standards of behaviour; one's judgement of what is important in life.

Oxford English Dictionary
VALUES

Identify your top 10 values

Select them based on today, your current values in your life that stand out most
VALUES

Narrow down to your top 5 values

How might one or more of these values support you in your career?
VALUES

Narrow down to your top 3 values and your top 1
Take 5 minutes to write in your journal. Take one of your top 3 values and define it very clearly. How might this value support you in your work search?
“There’s one thing I’m sure about. An opening line should invite the reader to begin the story. It should say: Listen. Come in here. You want to know about this.”
Interview Questions

Traditional
• Tell me about your strengths and weaknesses
• Why are you interested in this role?
• Where do you see yourself 5 years from now?
• Why should we hire you?

Behavioural
• What types of problems do you like to solve?
• How do you respond in a crisis?
• Describe an ideal day on the job for you
• Finish this sentence: I work best with people who...
Storytelling:

Your goal in every communication is to influence your target audience (change their current attitudes, belief, knowledge, and behaviour). Information alone rarely changes any of these. *Research confirms that well-designed stories are the most effective vehicle for exerting influence.*

Kendall Haven, author of *Story Proof* and *Story Smart*
People retain 65 to 70 percent of information shared via story.

We retain only 5 to 10 percent of information conveyed through statistics.

Stories are easier to recall. Descriptive stories activate up to 7 areas of the brain.

SHARE WHO YOU ARE & WHAT MATTERS

GO BEYOND FACTS & CONNECT EMOTION

STAND OUT FROM THE CROWD
YOUR BRAIN ON STORIES

Visual Cortex
COLORS & SHAPES

Wernicke’s Area
LANGUAGE COMPREHENSION

Olfactory Cortex
SCENTS

Auditory Cortex
SOUNDS

Broca’s Area
LANGUAGE PROCESSING

Motor Cortex
MOVEMENT

Sensory Cortex & Cerebellum
diverse range of stories to draw from; wins and failures
If you’ve made your point, stop talking.
Crafting your story

Instructions

1) Pick one of your top values and create a story that connects with it. You could talk about teamwork, communication, conflict, strengths. Be SPECIFIC.

2) What do you want the listener to feel, think, say or do

3) Capture the five key bullet points of your story and remember to have a beginning, middle and end.
Sharing your Story

Instructions
Storyteller:
Turn to a partner and tell your specific story about a time when...

Listener:
Capture what you like about the story and what values you heard

Each partner has 5 minutes to tell the story, 1 minute to debrief.
Contact me

Kelly@KellyWoodCoaching.com

KellyWoodCoaching.com

FB: Kelly Wood Life Coaching