Public Narrative: Leadership, Storytelling, and Action

NEW 14-WEEK ONLINE PROGRAM STARTING IN SEPTEMBER

OVERVIEW

Public Narrative: Leadership, Storytelling, and Action is a transformative online program through which you can strengthen your capacity to lead. You learn how to tell a story of self that enables others to “get you”; a story of us that enables your community to “get each other”; and a story of now that turns the present moment into one of challenge, hope, and action. It is a groundbreaking practice that for years has proven an invaluable tool for senior public leaders, community organizers, students, and leaders across a range of organizations.

WHY “STORIES”?

Stories enable us to communicate our values as lived experiences rather than abstract principles. They have the power to move people and inspire change by evoking shared values that motivate others to action. You may think that your personal story does not matter or that people are not interested. However, if you are engaged in public work or are leading an organization, you have the responsibility, to offer an account of who you are, why you do what you do, and where you hope to lead. If you do not author your own story, others likely will, and it may not be as you wish.

Over the 14-week period, you will gain skills that include:

» How to craft your public narrative
» How to connect your story to that of your community to motivate commitment to a shared purpose and call to action
» How to analyze the role of narrative in moments of critical change and use tools to enable others’ agency
» How to increase your capacity to lead others using the public narrative framework

Curriculum

Public Narrative is comprised of live lectures by Harvard Professor Marshall Ganz, peer-learning sessions led by skilled facilitators, and one-on-one coaching sessions with public narrative experts. In the first seven sessions of the program, you will learn to craft your own public narrative and coach others to help craft theirs. You will then learn how to use public narrative to create an empathetic bridge that enables others to respond to urgent challenges of loss, difference, power and change in your organization, your community, or among your constituency.

WHO SHOULD ATTEND

Public Narrative: Leadership, Storytelling, and Action is for elected public officials, senior leaders in government, NGO and nonprofit leaders, leaders of civic, social, and political organizations, individuals leading advocacy groups or other social movements, and teachers, artists, students, and leaders in healthcare, public health and education.

FACULTY CHAIR

Marshall Ganz is the Rita E. Hauser Senior Lecturer in Leadership, Organizing and Civil Society at Harvard Kennedy School. In this program, he and his associates teach participants how to lead change. An expert in this field, Ganz has worked with people across the globe to help them learn how to practice leadership in social movements, electoral campaigns, community organizing, classroom instruction, workshops, lectures and writing.

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