

# Storytelling and Self-Management (EM054M95A1)

Program	PGE
Module / ECTS / Path / Specialisation	<b>Module :Storytelling and Self-Management : 5 ECTS.</b> <ul style="list-style-type: none"><li>• MGA</li></ul>
Discipline	Management
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	30

## Coordinator

**Stéphane DANGEL**

## Coordinator

**Patricia TEHAMI**

## Lecturers

Instructor	Population	Email
Patricia TEHAMI	Population	patricia.tehami@em-strasbourg.eu
Stéphane DANGEL	Population	sdangel@unistra.fr

## Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

## Course track

Track : Attendance

### "Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

### "Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

## Contribution of the course to the educational objectives of the programme

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**How the course contributes to the programme :**

### Description

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The course relies on the technique of "storytelling" to allow students to produce various forms of personal accounts designed to help them with their international job search and future career development.

### Educational organisation

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In class

**Lectures**

**Tutorials**

In groups

**Exercises**

**Case studies/texts**

**Oral presentations**

Interaction

**Games (educational, role play, simulation)**

**Accounts**

### Learning outcomes

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**Upon completion of this course, students should be able to :**

- **Identify** their core strengths, values and professional potential as well as their career objectives
- **Explain** what added value their personal assets can bring to the workplace
- **Dramatize** the acquired knowledge into persuasive personal narratives
- **Experiment** with how to make a positive impact on their audiences
- **Assemble** a relevant database of personal stories to be used in job-hunting and business situations
- **Evaluate** the relevance of a chosen narrative content, form and delivery to a given job-hunting /business context

### Outline

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All sessions rely on students enhancing their self-awareness both individually and through group work. Students are encouraged to draw inspiration from videoed presentations by charismatic speakers.

Session 1: Induction

- Confidence-building, impromptu storytelling

- Taking ownership of one's story: body language and delivery, audience focus
- ORIENTATION ON ASSESSMENT REQUIREMENTS

#### Session 2

- Storytelling vocabulary; verb tense structures in narratives
- Narrative structures and narrative rhythm
- COACHING CIRCLE

#### Session 3

- Self-assessment and personal story-types
- Storyline and personal mottos
- Guiding metaphors
- Storytelling style
- BLINDFOLDED METAPHORICAL SELF-DISCOVERY
- ORIENTATION ON WRITTEN ASSIGNMENT I (your personal storied bio) - DUE DATE: SESSION 6

#### Session 4

- Intercultural underpinnings
- Storied bios
- Your values and your "backstory"
- Your personal narrative material: your learning experience, your "gifts" and expertise
- Believability, humanising, empathy
- ORIENTATION ON ORAL ASSIGNMENT : 3-MINUTE BACKSTORY PRESENTATION (video or Powerpoint)

#### Session 5

- Clusters and patterns in your personal stories
- Further focus on audience targeting
- Storied Powerpoint presentations

#### Session 6

WRITTEN ASSIGNMENT I DUE DATE

ORIENTATION ON WRITTEN ASSIGNMENT II (your storied elevator pitch) - DUE DATE: SESSION 8

- Compacting your story: Elevator pitches
- Expanding your narrative journey on professional social media: 3 Facebook postings on the same story but on a different aspect / with a different twist / with, text + picture/s, video/s, links
- ASSESSED BACKSTORY PRESENTATIONS

#### Session 7

- Expanding your narrative journey on professional social media (above work continued)
- Facebook page calendar : 1 posting per week over 8 weeks
- Building your Pinterest / Instagram account
- CV writing (experience section)
- ASSESSED BACKSTORY PRESENTATIONS

#### Session 8

WRITTEN ASSIGNMENT II DUE DATE

- Cover letters
- Job interviews, job appraisals, project descriptions, etc.
- ASSESSED BACKSTORY PRESENTATIONS

#### Session 9

- Job interviews, job appraisals, project descriptions, etc. (above work continued)
- Final questions and additional tips
- Conclusion : your course feedback story
- ASSESSED BACKSTORY PRESENTATIONS

## Prerequisites

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**Key concepts to understand :**

### Knowledge of :

- A minimum level of spoken and written English is required : B2  
(<https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=090000168045bb52>)

## Teaching material

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### Documents in all formats

- Syllabus
- Worksheets
- Guide
- Newspaper articles
- Case studies

### Software

- Office Pack (Word, Excel, PowerPoint, Access)

## Recommended reading

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### Major works :

A more thorough bibliography/webography will be handed out in the first session.

- Steve Denning - <http://www.stevedenning.com/site/Default.aspx>
- Terence Gargiulo, "Stories at Work: Using Stories to Improve Communication And Build Relationships" (2006)
- Annette Simmons, "The Story Factor" (2006)- <http://www.annettesimmons.com/books/the-story-factor/>
- [http://astoriedcareer.com/terrence\\_gargiulo\\_qa.html](http://astoriedcareer.com/terrence_gargiulo_qa.html)
- <http://www.getstoried.com/>
- <http://www.storybranding.com/site/>

### Further reading :

Stéphane DANGEL - Storytelling minute 170 histoires prêtes à l'emploi pour animer vos interventions - Eyrolles, janvier 2014

### Research works by EM Strasbourg :

- Stéphane DANGEL, Patricia TEHAMI, « Storytelling and Self-Management » : Les Frontières du vécu à la croisée des cultures dans le cadre d'un cours de Développement Personnel et Professionnel à EM Strasbourg Business School (Actes du 43e Congrès UPLEGESS, Strasbourg, 27-30 mai 2015, p. 201-208)
- Patricia TEHAMI. "Enhancing Students' Cross-cultural Understanding and Employability through Storytelling", Decision Line, Vol. 48, N°4, July 2017, pp. 7-9.  
<http://www.decisionsciences.org/Publications/Decision-Line>

## Assessment

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**Intermediate evaluation / continuous assessment 1 : Continuous assessment 1: daily contributions and presentations - In English**

oral / individual / Français / weighting : 20%

**This evaluation serves to measure LO2.1, LO2.3, LO4.1, LO4.2**

**Intermediate evaluation / continuous assessment 2 : session n°6**

written / individual / Français / weighting : 20%

**This evaluation serves to measure LO2.3, LO3.1, LO4.1, LO4.2**

**Intermediate evaluation / continuous assessment 3 : session n°8**

written / individual / Français / weighting : 10%

**This evaluation serves to measure LO2.3, LO4.1, LO4.2**

**Final assessment : exam week**

written / individual / Français / weighting : 50%

additional information : 2-hour final written exam

**This evaluation serves to measure LO2.3, LO3.1, LO4.1, LO4.2**

## **Grounds for expulsion from classes**

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Such behaviors as...

**arriving late, leaving early or unannounced leaving of the classroom during class time**

**disruptive eating or drinking in class**

**using smartphones and laptops for non class-related purposes**

**reading non class-related documents**

**chatting on non class-related issues**

**showing disrespect towards lecturers**

... may lead to expulsion from classes.