

Storytelling and Self-Management (EM054M95B1)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Storytelling and Self-Management - visi : 5 ECTS. ● MGA
Discipline	Management
Year	2020
Semester	A
Open for visitors	no
Available spots	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 lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will demonstrate written and oral competency in two foreign languages.

Description

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

In class

Lectures

Tutorials

In groups

Exercises

Case studies/texts

Oral presentations

Interaction

Games (educational, role play, simulation)

Accounts

Learning outcomes

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

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

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

Documents in all formats

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

Software

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

Recommended reading

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/terence_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

Intermediate evaluation / continuous assessment 1 : Continuous assessment 1: daily contributions and presentations - In English
oral / individual / English / 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 / English / 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 / English / weighting : 10%
This evaluation serves to measure LO2.3, LO4.1, LO4.2

Final assessment : exam week
written / individual / English / 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

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.