

Vince Ford.

LEADERSHIP KEYNOTE SPEAKER

TRACKS *in the* SAND

How Leaders Influence with Story





**Over the next three
years the skill your
leaders will need most
is the *ability to influence*.**

Leaders that communicate a vision, create the route to reach it and inspire your people to come along for the ride will be the ones that drive your performance and productivity.

Stories are the tool that turns corporate into compelling, turns strategy into reality and turns your people into your most powerful promoters.

Keynote Theme and Key Takeaways

Take a vision and make it our mission

Rememberise the route

Aim high. Avoid the weeds and keep your speed

Care and your crew will too

Kee your eyes on the sand and
your hands upon the wheel

Stay true to you



T

TAKE A VISION

*No-one's excited about the future.
Productivity and results are sliding.*

Are your people just clocking in to get through the day and *pick up their pay*?

People find deep connection and motivation around a common purpose. When you can wrap a meaningful shared goal in a riveting story you bring everyone along for the ride. You get emotional commitment and the extra effort that comes with it.



***“Take a vision and
make it our mission*”**

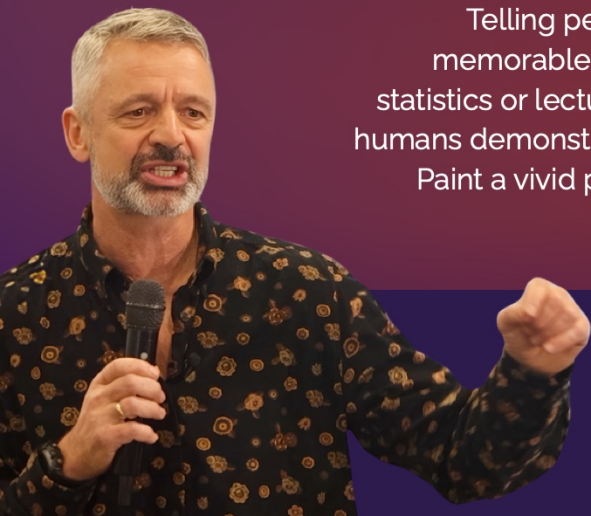
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REMEMBERISE THE ROUTE

We clearly state our values, but we don't see them in the way our teams are working.

Do your people even *remember* what you're telling them?

Telling people what to do doesn't make it memorable. Stories are far more sticky than statistics or lectures. Highlight the stories of real humans demonstrating your values in real places. Paint a vivid picture that'll stay in their minds.



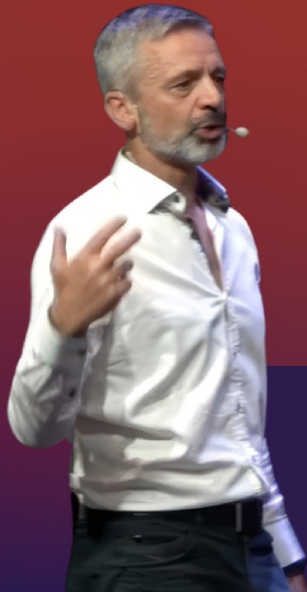
“*Rememberise the route*”

A

AIM HIGH

The change process is getting bogged down in details, people feel like they're going around in circles.

Are you leading your people through change or *being led by it?*



Leaders are micromanaging and losing sight of the big questions that need to be answered. Stories are about a moment of change, they simplify ideas and cut to the beating heart of an issue. Use stories to overcome the hurdles rather than getting stuck in the details.

“*Aim high. Avoid the weeds and keep your speed*”



Staff and supporters are looking around for new opportunities, there's silence in meetings and minimal effort on the job.

How can your people care about your organisation if you haven't shown you *care about them*?

No-one will be loyal to your organisation if you don't invest time and attention in them. Take the time to ask about their strengths, goals and aspirations. Check in when something isn't right and truly listen to the answer. Asking for story shows that people mean something to us and that's the moment where we start to mean something to them.



“*Care and your crew will too*”

K

KEEP

There's a disconnect between leaders directions and the situation 'on the ground'. Management and staff don't feel like they understand each other.

How do your 'coal face' staff and your leaders collaborate?

Understanding relies on really effective communication. Everyday stories of production processes or customer queries are examples of strategies being implemented in real life. Sharing these stories offers insight and it leads to far more effective partnerships.



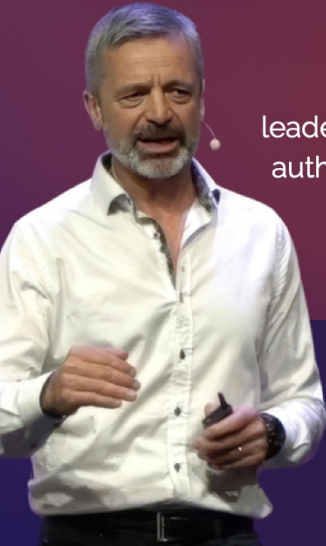
“Keep your eyes on the sand and your hands upon the wheel

S

STAY TRUE

People are hesitant about throwing their support behind leadership

Are your people feeling unsure of your leaders because they haven't got a sense of *who they really are*?



It's hard to develop trust and rapport if we hear 'corporate speak' but don't see the humanity in our leaders. Using stories to instruct and lead is a completely authentic way to enrol staff in your organisations mission and goals. Weaving messages into our own unique stories means we show up as ourselves.

“*Stay true to you*”

WHAT PEOPLE SAY

“You’ll leave the session with goosebumps I promise”

John Furniss
Manager APL Window Solutions

“Vince took the time to get to know who we are and what we stand for.”

Dr Christopher Duncan
CEO, Association of Heads of Independent Schools Australia.

“What an incredible way to finish the conference. So good.”

Guy Pascoe
Chief Executive, Independent Schools of New Zealand



See Vince *in action*

Scan the code to watch some of
Vince's highlights on YouTube



Vince Ford is a student of storytelling.

The award-winning author of 17 novels for children and teens, he's a TEDx speaker and a semifinalist in the Toastmasters World Championship of Public Speaking.

Bringing together the best from journalism, neuroscience, storytelling and speaking, Tracks in the Sand will ***inspire your teams*** and give them the simple skills to lay down tracks that people are compelled to follow.

Grounded in humanity and laced with humour this keynote walks the talk; it authentically demonstrates the ***power of story*** to win hearts and minds and inspire your people to action.



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