



Lead with stories

Can you tell a good yarn? Can you make people care about the things you care about?

As leaders, we know how hard it is to cut through the noise. But some of us don't know how to tell great stories, or we're afraid to – so our messages are never heard.

In order to grow our industry, it's vital that we tell our own stories in an authentic, engaging way.

Award-winning journalist Jehan Casinader will explain how we can influence hearts and minds, using the power of storytelling.

Jehan will share practical communication tools that will help us to build trust with our people and industry partners and guide them through these uncertain times.