

Storytelling and Leadership - Do we have the right storytellers in Hospitality Industry who wants to win? - By Robin Trehan  
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How to choose a leader? It is a very difficult question with a very easy answer - The person who tells a better story? The story can be of corporate success, mergers and acquisitions taking initiative and bring in results for the stakeholders.

Story telling is a very old art and we all tell stories. Storytelling is about so many things. It is about motivation, inspiration, teaching, learning, providing direction, listening and moving people toward shared dreams. Storytelling is a powerful form of communication and one that enables a leader to engage their audience, make their point quicker and ensure that the message is retained longer.

If you want to be leader, you need to be an excellent storyteller. How would I know whether a candidate is highly charismatic leader with attributes like taking initiative, bearing responsibility, persuasiveness, and drive to excel? I follow the story, he tells. To become a great leader, your story needs to be rich in both emotions and the visual imagery it is able to create in the minds of the audience. This act not only engages the audience, but also includes the listener in the story.

All contestants for the leadership tells story of a dream about bringing in sweeping reforms to synergy the operations and maximize the results. They blend the story with analytical thinking and marry it with communicative and imaginative strengths. This totting up often leads to the audience paying better attention to the message, realizing the point more quickly and retaining it for much longer time.

Here is an important aspect that one often misses while telling stories and that is the listener. If you want to win, be an excellent listener. A storyteller must take the time to understand the pulse of the audience then infuse the story with values and future challenges. Successful storytellers possess the ability to show the future as an 'unfolding drama' and demonstrate confidence by relating personal strength as well as victories.

Tell stories that engage followers emotionally and rationally as well as combine ideals, values and models of behavior. Set common goals and generate universal vision for the future, a dream full of challenges which shows your energy to lead, a taste of success and a desire to be the best. Once your story is irresistible for the listener - you win.

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