

# The Language of Connection™

\* cultivate storytelling as an essential leadership skill \*

**Many believe business communication should be neutral, objective, and avoid emotions.**

But the greatest communicators speak first to our hearts by telling stories. Leaders with emotional intelligence use stories to establish emotional connection, stimulate action, and influence an individual or a group.

**Stories use metaphor to engage and inspire.**

We humans have always told stories. Whether to entertain, teach, or motivate — stories affect us like nothing else. Powerful storytelling requires a command of metaphor, content, context, and timing (what to say, how to frame it, and when to say it.)

**A story is only as effective as the person telling it.** Learn to tell stories that will move and shape your team and organization. Join Amanda Madorno, her herd of horses, and professional storyteller Doug Banner for three inspired days of storytelling development and practice.



**Dates** – June 15 – 16 & June 22 – 23; Noon – 5 PM Friday and 9 – 5 PM Saturday

July 27 - 29; 9 am – 5 pm each day

**Location** – Epona Meadows, Woodinville, Washington

**Register** online – [www.roamconsultingllc.com/schedule.html](http://www.roamconsultingllc.com/schedule.html)

*No horse experience required. Limited space - register early.*

## benefits & results

The practice of storytelling will **develop your personal credibility as a leader**. You'll discover how to use the power of stories in your daily leadership, to speak with heart and meaning, and gain a stronger sense of how to bring your best self forward as a leader. You will:

- Learn to tell and listen to stories;
- Learn to become an effective storyteller;
- Learn how and when to use metaphors and stories;
- Discover your leadership story, and get grounded in that story;
- Practice the physical presence to tell your stories in compelling and effective ways.

## storytelling & horses?

Horses are the ultimate audience. They don't tell stories; they have no agenda, and don't use clichés. By reading our bodies and energy, horses show us what is and isn't believable. They help us to learn what is most convincing to our listeners — not our words — but our physical presence. Horses will tell us what part of our physical presence needs to shift to make our story credible and compelling.

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## facilitators

**Amanda Madorno**, Owner/Principal for Roam Consulting, specializes in developing leadership competencies in executives, senior leadership teams, and boards of directors. She has more than 20 years experience as an executive coach, leadership consultant and planning facilitator. Amanda speaks nationally at Leadership Institutes around the country, and serves as faculty for Professional and Continuing Education at the University of Washington. An accomplished and lifelong horsewoman, Amanda is an Approved Instructor in Equine Experiential Learning. Her specialized programs put leaders, work teams, and horses together to make breakthroughs in their leadership skills and competencies. Amanda's equine partners, Phoxx, Roo, Cato, and Guinness, are each outstanding in their field.



**Doug Banner**, Professional Storyteller, helps people learn how the stories we tell promote positive growth personally and collectively. An educator for 30 years, he has studied the art and science of storytelling as the core foundation of social and cultural development and positive change. Doug explores how the “Myths of Our Times” influence our models of leadership and community action drawing on his background as an educator, community activist, musician and artist. Doug is now adjunct faculty at Western Washington University. As the Inquiry Director of the Flow Project, he directs and coordinates data collection, analysis, and processing in the field of art infused leadership.



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**This workshop is part of the Leadership Mastery Program through the Way of the Horse**  
Workshop questions \* [amanda@roamconsultingllc.com](mailto:amanda@roamconsultingllc.com) \* 425-488-7747 \* [www.roamconsultingllc.com](http://www.roamconsultingllc.com)

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*This is an Epona Approach™ Program and fulfills requirements for advance with Linda Kohanov*