



StrategyStory for Schools

Transform your school through the
power of strategy and storytelling.

Overview

Strategy isn't just something that you've got, it's something that you do. Too often strategies don't work because people aren't engaged; at worst, they're alienated from the vision they could help to achieve.

Learn how your StrategyStory can transform your school.

Find new ways to get your whole school on board with a powerful strategy to prepare for the future.

Build the story of your school together to achieve the results you want.

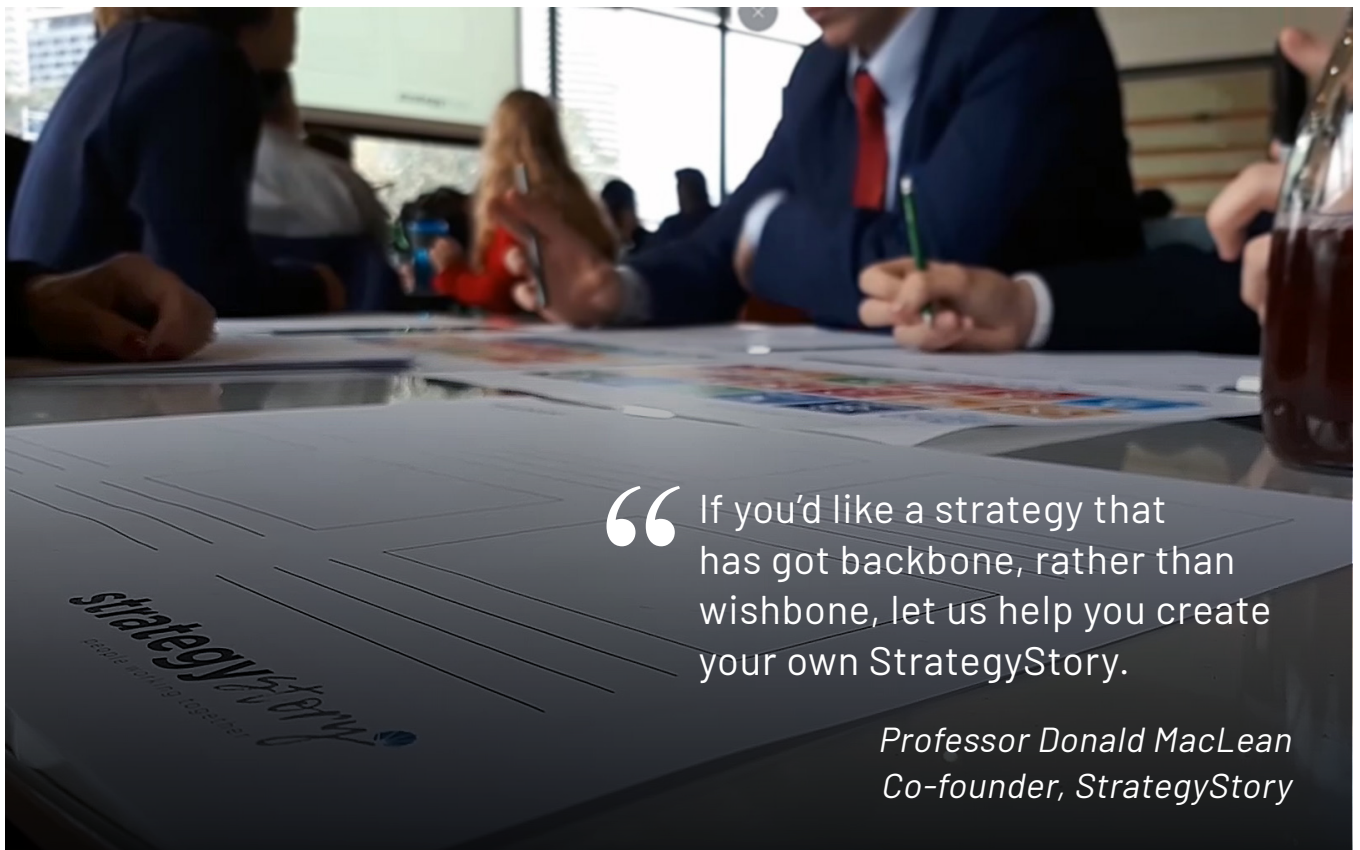
Create your StrategyStory.

StrategyStory for Schools has been developed in partnership with Independent Schools Victoria and StrategyStory – a research-driven, boutique consultancy based in the UK.

The program creates powerful and engaging strategies tailored to the distinct needs of Independent schools. It weaves together the intellectual focus of strategic logic with the emotional power of 21st century storytelling.

Member Schools will be guided, step-by-step, through a process of strategy development. Schools can set the scale and pace of strategic change harnessing the creativity and skills of staff and students.

- Gain new capabilities in strategy, strategic management and storytelling.
- Share the stories about your school and students doing brilliant things.
- Energise and reinvigorate strategic development for your school.
- Foster a highly engaged and innovative culture.
- Develop strategy and storytelling skills and capability of teams across your school community.



Creating a storytelling culture

Story connects us, it gives meaning, it helps us to learn, build good relationships and break down siloes. So the key to successful strategic management is blending story and strategy. All of these factors are essential to effective strategic management, brilliant leadership and a happy workforce.

By creating a storytelling culture you will:

- Help give voice to your teams. Uncover their challenges and opportunities and put their experiences at the heart of strategic management and change.
- Equip your teams with the skills and processes to develop better communication and storytelling practices.
- Create a strategy and story – a StrategyStory – that everyone buys into because they have been so involved in its creation.

“ Storytelling is the way to keep the strategy alive.

*Kate Hooper
Co-founder, StrategyStory*



The program

Four terms. Four modules. Four big ideas.

One brilliant StrategyStory for your school.

We'll equip you with ideas, step by step frameworks, tools, techniques and exercises to lead transformation in your school.



Module 1: Strategy Story Live

Discover the building blocks of strategy, story and strategic management in this highly engaging module.

Create the past and present story of your school, and generate tailored strategy statements to lead change.

Key deliverables:

- A past and present story of your school
- Challenge and strategy statements
- Supporting audio/visual content



Module 2: Re-Imagine

Encourage new, exciting and viable futures with your school community.

Craft a compelling future story with your school to fire the imagination and lead people through change in a way that feels safe, positive and productive.

Key deliverables:

- Current and desired deep structures (including defensive routines)
- A strategic vision
- A story of your re-imagined school and the journey to it



Module 3: Re-Energise

Create the conditions and energy for change using our simple framework.

You'll be ready to launch new strategic initiatives and disable habits that hold back your school.

Key deliverables:

- A blueprint for launching strategic initiatives
- Interventions to disable defensive routines
- Practices to establish a culture of strategic learning and innovation



Module 4: Re-Focus

To sustain change we need to focus on creating and sharing stories to drive positive transformation.

Key deliverables:

- A structure for strategic storytelling and development
- Outline strategic communications plan
- Actual emergent deep structure

About StrategyStory

StrategyStory is a research-driven, boutique consultancy. We combine the power of 21st century storytelling with the latest strategic logic to:

- shape your strategies
- maximise your team's engagement and encourage ownership
- put good communication and storytelling at the heart of your processes
- promote initiative and self-organisation.

We specialise in innovative strategic development and work with organisations across the United Kingdom, United States, Europe and Australia. StrategyStory's unique approach is the result of almost three decades of internationally peer-reviewed action research into what works (and what doesn't) in strategic management.

StrategyStory was founded by the two directors: Donald MacLean (Professor of Strategic Management) and Kate Hooper (former BBC Senior Producer). Kate and Donald brought their fields together to help businesses, organisations and communities develop their strategy stories.

Find out more at strategystory.co.uk

Building on a solid foundation with ISV

ISV and StrategyStory have been in partnership for three years, during which time we've worked together on strategic development and the strategic management of transformation. StrategyStory for Schools builds on this work to present a unique and highly relevant offering for ISV Member Schools to develop new and valuable capabilities.



Delivery

Online and in-person when appropriate.

Audience

Teams will be made up from 5 to 6 people from across your school. As part of the onboarding process, the ISV/Strategy Story team will help you identify the right people from your school to be part of the project team.

Pricing

\$14,500 ISV Member Schools

\$29,000 Non-Member Schools

More information

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