

# ONCE UPON A TIME



Featuring Colonel Arthur Athens

Director US Naval Academy's Vice Admiral James B Stockdale Center for Ethical Leadership

## Content:

Please join us as we welcome Col. Athens back to speak to our NWHPEC community of leaders. Peter Drucker, the famous writer, consultant and leadership sage once stated: "The leader's first task is to be the trumpet that sounds a clear sound." Leaders must not only shape an organization's vision and direction, they must "sound the trumpet" continuously to clarify the vision and direction and unite their team. There are many tools available for a leader to "sound the trumpet" . . . but one of the most effective tools is storytelling. This presentation will answer the questions: 1) How does storytelling relate to leadership communications? 2) Why is storytelling so powerful and 3) How do we become effective storytellers and tie stories into our organization's day-to-day journey?



**Date:** Tuesday, May 29<sup>th</sup>

**Time:** 8am – 9:30am

**Location:** Columbia Edgewater Country Club  
2220 NE Marine Dr., Portland, OR

**Cost:** \$100 per person

Contact [jennifer@nwhpec.com](mailto:jennifer@nwhpec.com) to reserve your seat(s).

