



## Stories That Stick – How to make an impression that lasts

**Ms Crystal Lim Leahy,  
Director of NUS Centre for Future Ready Graduates**

**SYNOPSIS** • Everyday I speak to CEOs about what skill sets they are looking for and these days, one word pops up with increasing frequency.

“Storytelling.”

Since the days of cavemen, humans have sat around fires telling stories. Our brains are wired to remember data that is conveyed through a compelling narrative.

In a sea of graduates and potential hires, how do you make yourself memorable, articulate your ideas clearly and craft a conversational narrative? How do you tell your story so that it sticks?

The stories we tell ourselves shape our beliefs.  
The stories we tell others open or close doors.  
Learn the basics of how to tell stories that stick in the minds of others.

**ABOUT THE SPEAKER** • Expert communicator and leader with 16 years of experience in client advisory and management roles across holistic education, human capital and finance sectors. Crystal is the Director of the Centre for Future-ready Graduates at the National University of Singapore, which assists students in developing their fullest potential. In January 2016, she pioneered Roots & Wings, an innovative foundational life skills programme for 2,200 freshmen students covering the basics of focus, self-awareness, interpersonal effectiveness and defining ones values and visions. Roots & Wings will form an essential and distinctive part of the NUS education and will expand to 6,000+ students a year.

Prior to this, Crystal was the Founding Director of ground breaking holistic education and training startup Legacy Retreat, recognised as a global pioneer in personal development and coaching. A powerful motivational public speaker on learning and self-development topics, she has been ranked by attendees of Women Leadership Summit 2015 as one of the best speakers and was the closing speaker at the Women Inspiring Change Forum 2014. Crystal is also a passionate and dedicated young philanthropist with experience raising funds for a wide variety of causes ranging from autism, Alzheimer, hospice care and the arts. In 2012, she was a sponsor for non-profit organisation Smiling Mind Australia, which teaches mindfulness to young people and has had its curriculum adopted in 5,000 schools and institutions across Australia.

**WHEN** • Monday, 28 March 2016,  
12.15pm - 2.00pm

**WHERE** • Seminar Room 2-1  
Manasseh Meyer, Level 2,  
Lee Kuan Yew School of Public  
Policy

469C Bukit Timah Road,  
Singapore 259772

**RSVP** • Admission is free.  
Please register at:  
<http://goo.gl/forms/yYdDT0hP81>