

Making HerStory



Storytelling is at the heart of every form of persuasion.

Whether you're asking for a promotion, pitching a business proposal, or broaching a difficult topic with a colleague, how you communicate your objective (or, tell your story) can greatly influence the outcome.

It might seem counter-intuitive, but statistics and data rarely change people's opinions. More often, impact is made with personal, emotional, and human aspects of persuasion. Savvy brands have long figured this out. We all purchase products based on feelings and aspirations that have nothing to do with the objects themselves.

Women are making great strides toward gender equality in 2019. As we navigate the workplace, we must continue to advocate for ourselves. Many women have been given feedback that we "seem to lack confidence" or "sound young" when we speak in public. Sometimes that is a matter of perception, but oftentimes women undercut our own credibility through the way we communicate.

Storytelling techniques have proven to benefit more than performers. By examining who we are, what we want to say, and how should we say it, this workshop takes participants on a focused and practical journey to improve their abilities as communicators. Topics covered are applicable to both women and men, but tailored to target challenges often experienced by women.

Co-Facilitators



Christina Liew is a social justice advocate and storyteller. She has more than 20 years' experience working in CSR consulting, corporate communications and nonprofit management. She also has a deep interest in telling meaningful stories about the human experience.

Christina has worked on gender equality and poverty alleviation issues throughout her career. She currently serves on the Leadership Team at Lean In Singapore, part of a global movement to empower and equip women in the workplace. Previously, she served as an Executive Board member and officer at UN Women Singapore Committee during her 12-year tenure. Under mandate from the United Nations, she worked on public education and advocacy initiatives that impacted communities across the region. She was also a founding Executive Board member of Aidha, a Singapore-based nonprofit that serves foreign domestic workers.

Christina believes in the power of storytelling as a catalyst for social change. Her work includes writing, editing, directing and producing projects for stage, film, exhibition and publication. She holds degrees in English Literature, Film Studies and a Masters' degree in Communication from Boston University.



Kamil Haque is the founder and Artistic Director of Haque Centre of Acting & Creativity (HCAC), Singapore's first professional acting studio and Asia's first centre to teach the preeminent Lee Strasberg's method of acting.

As the only coach in Asia experienced in teaching the Lee Strasberg Method of Acting, Kamil has coached well over 2000 students, many of whom have appeared in major award-winning Hollywood films, stage productions, television shows and national commercials around the world. Kamil's client list also includes training for leaders and employees in MNCs and statutory boards including Google, BBC, OCBC, MCCY, MINDEF and many others.

In addition to being an award winning actor and storyteller, Kamil, a native multi-ethnic Singaporean, has also produced and directed critically-acclaimed productions in USA, Singapore, Malaysia and Australia.

Kamil graduated at the top of his class from the American Musical & Dramatic Academy (AMDA) with a BA Hons in Acting, the first student in half a century to be awarded Latin Honours.

More information about HCAC is available at: www.methodactingasia.com