



17. Storytelling For Fire Officers: How to Inspire, Influence, and Educate With Stories

Public speaking is a vital skill for fire officers, as they often must communicate with various audiences, such as their staff, the media, the public, and other stakeholders. Public speaking can also be a challenging and stressful skill, as it requires confidence, clarity, and charisma. One of the most effective ways to enhance your public speaking skills and overcome your fears is to use storytelling as a technique. Storytelling can help you capture the attention, interest, and emotions of your listeners, and convey your message in a memorable and impactful way. Stories are also a powerful tool for leaders to communicate their vision, values, and goals, and to connect with and influence their audiences. Stories can also help leaders to reflect on their own experiences and lessons learned, and to foster a culture of learning and growth in their organizations. This is a vital skill as fire officers seek more ways to enhance their communication skills. In this course, you will learn how to use storytelling as a public speaking tool for fire officers.

Instructor

Zach Mathews is an experienced speaker, international trainer and executive coach who inspires audiences with his fast paced and entertaining programs focused on leadership, communication, and personal growth. With over twenty-eight years in public safety, Zach brings a wealth of experience to the table. His journey has taken him from conservation officer and wildland firefighter to leadership roles such as Investigation Section commander, Training Section commander, Logistics Manager, and Office of Professional Standards commander. In 2019, the Indiana Department of Homeland Security recognized Zach's leadership abilities, tapping him to teach essential skills like body language and executive leadership courses across the state. Zach now serves as the Planning Section Chief for the Indiana Fire & Public Safety Academy where he and his staff are responsible for firefighter certifications and instructor standards. Zach also coordinates statewide executive leadership training programs to include the biannual Indiana Fire Chief's Academy, and a company officer executive leadership course taught throughout the state. Zach is a John Maxwell certified executive coach and DISC behavioral analyst who works one-on-one with fire chiefs to achieve both professional and personal goals. Zach has trained thousands throughout his career and is motivated to provide training that will positively impact the fire service. But what truly sets Zach apart is his passion for effective communication.