ONCE UPON A TIME ... 
[A tale of storytelling in business]
Storytelling: the objectives

- Develop an awareness of the importance of storytelling in presentations
- Recognize components of a compelling story
- Create and present a “story” that applies to your current business
Why Stories?
1. Why are stories important?
   • Why are stories important in business?

2. How do stories help us in business?
   • How do we incorporate our stories into business presentations?

3. Where do we find stories for use in business?
Our stories are more than a collection of words
Stories are a place where facts meet feelings
our brains are hardwired for stories to organize and orient
[ PSYCHOLOGICALLY ]

we need patterns
to understand
Why are stories important in business?

“Every communication has as its goal to take the audience from where they are at the start of the presentation and move them to your objective.”

- Jerry Weissman
humans remember only 1%–10% of what they hear
we drift every 7 minutes
PASSIONATE UNDERSTANDING

stories bring facts to life and infuse them with passion
“We neglect the most important criteria most people use to decide whether to listen to us or not.

We spend too much time talking to a person’s rational brain and we neglect their emotional brain.”

- The Story Factor, Annette Simmons
Where do we find our stories?

Stories are all around us - everyday offers material for compelling stories.
[ EVERYTHING IS A STORY ]

- family
- religion
- friends
- nationality
- neighborhood
- brands
- product
- sport
We find stories by tapping into our right brain

discarded.jpg

discarded.jpg

discarded.jpg

emotion
vs.
logic
**EXERCISE TWO:** Mind map the story of sport
The stories of business...

1. Who I am / Values
2. Why I am here
3. The vision
4. Teaching

The Story Factor, Annette Simmons
The Leader's Guide to Storytelling, Stephen Denning
Who am I? stories
Why am I here? stories
Vision stories
Teaching stories
Be sure that your story fortifies your key point
EXERCISE THREE:
List two key stories from your mind map or pre-work. In the bubble beside note your ‘ah-ha’ or your main point. Share one story with a colleague and see what they think the point of the story is.

1. 

2. 
The Elements of a Story
1. The characters... “who”
   • Beginning, Middle, Climax, End
2. The structure... “what, where, when”
3. The tools... “how”
[HERO]
[ ANTAGONIST ]
EXERCISE FOUR: Select the story you will develop from your mind map or your list.

Turn to the first page of your workbook and begin the process of developing your characters.
What is the structure?
Every story has the same components

- beginning
- middle
- climax/end
- situation
- conflict
- resolution
start with the skeleton of the story
[ SITUATION ]
PLACE AND CONTEXT
[ TENSION/CONFLICT ]
Cut anything that does not move your story along.
<table>
<thead>
<tr>
<th>BEGINNING</th>
<th>MIDDLE</th>
<th>CLIMAX</th>
<th>END</th>
</tr>
</thead>
<tbody>
<tr>
<td>red riding hood goes off to visit grandma</td>
<td>red riding hood meets wolf</td>
<td>“oh what big teeth you have”</td>
<td>woodcutter kills wolf</td>
</tr>
<tr>
<td>Lance Armstrong diagnosed with cancer</td>
<td>Nike produces 5 million wristbands</td>
<td>public rallies around wristbands, creates frenzy</td>
<td>cancer awareness raised around the globe</td>
</tr>
</tbody>
</table>
**Exercise Five:** Storyboard the story you developed in your storybook. Draw a quick sketch that represents the pictures you will describe when you tell your story.
Ways to enhance your story
[PLANT THE SEED]

bait the audience
Oh what big ears...
Oh what big eyes...
Oh what big teeth
he huffed and he puffed...
EXERCISE SIX: Review the steps below.

- On the next page of the storybook, outline the plot in the order that your story will unfold.

- Continue through your storybook to develop the setting and conflict portions.
Illustrating Your Story
Convey your ideas:
Visuals
Words
[ STORIES DIFFER FROM SPEECHES ]

describe images  
vs.  
memorize text
Research shows that 85% of what we store in our memory is visual.

Close your eyes, think of your story; describe the picture.
Store your presentation or story in pictures
Two parts to the whole story:
Pictures expand, words clarify
[WORTH A 1000 WORDS?]

words illuminate the picture
[PAINT STORIES]
with your slides or handouts

• Use color, text size and images strategically

• Reduce information - edit

• Focus attention to the message you want to stick
Delivering your Message
1. Audience
[IT’S ABOUT THE AUDIENCE ]

find the story that will be relevant to them
Stories are different each time you tell them...because of the audience

once a story is told we all have a shared experience
EXERCISE SEVEN: Develop your opening and closing.

Write your opening sentence here: ____________________________________________

_____________________________________________________

Write the closing sentence to your story here: __________________________________

_____________________________________________________
EXERCISE EIGHT: Practice your opening closing.

• You have been assigned a card. Find a partner with the opposite card.
• With your partner, share your story – 5 minutes
• Ask them for feedback – were they engaged? Do they want to know more? – 3 minutes
• Now tell your story to another partner – 5 minutes
• Trade cards and roles
[ BE A STORYTELLER ]
AND THEY TOLD STORIES HAPPILY EVER AFTER. . .

[the end]