

The Power of Effective Storytelling

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What is storytelling?

Why it matters now?

Your storytelling strategy....

Me & Storytelling?

- Communications (MA)
- ICD.D (Governance Specialty – Rotman School, University of Toronto)
- Coach (PPCC)
- Story & Pitch Coach, Facilitator



What is storytelling?

Why it matters now

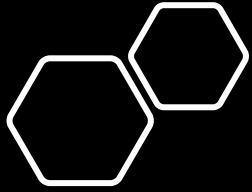
Your storytelling strategy....

Storytelling:
Fact + Experience
Framed to Connect With
Your Audience

Fact



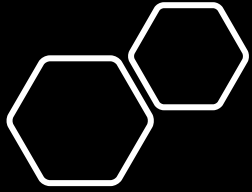
Experience



What is “Experience.....” examples

- “It started with my first chemistry set, a birthday gift from my parents, since then I have never stopped learning about how science shapes us.”
- “Losing my glasses on a European holiday – that’s how it started – I knew there needed to be an easier, cheaper way to create prescription glasses.”
 - (Warby Parker)

*Where: Meetings, interviews, Presentations,
Pitches, Proposals...*



Interview example of using a story?

STAR “Method”

(in response to “Tell Me About Yourself”):

- Situation: What is the story you want to tell?
 - Ambition
 - Resilience
 - Lessons learned
- Task: What was your role in the situation?
 - Hero?
- Action: How did you apply your own skills to the situation?
- Result: What outcome did your actions achieve

What is storytelling?

Why it matters now?

Your storytelling strategy....

Storytelling, everywhere?

Data Visualization

Marketing

Podcasts, Film, Media

Fundraising

Personal Branding



Storytelling & Leadership

STORIES AS A
MENTAL MAP

(KOUZES AND POSNER, 2012)

MOTIVATE, INSPIRE,
TRUST BUILDING

(AUVINEN, AALTIO, AND
BLOMQVIST, 2013)

HELP NAVIGATE
CHANGE

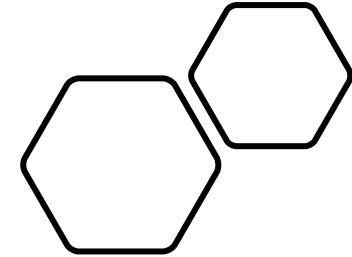
(BOAL & SCULTZ, 2007; GILL
2011)

CREATING SHARED
VISION, COMFORT &
HOPE

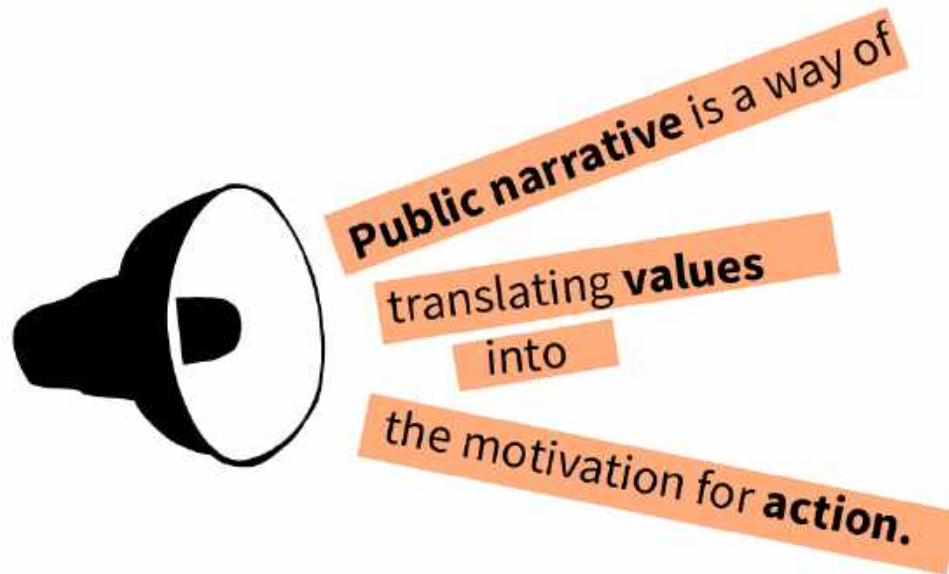
(BOLMAN & DEAL, 2013)

SHARE
ORGANIZATIONAL
TRADITIONS, TRAIN,
MENTOR AND
COACH EMPLOYEES

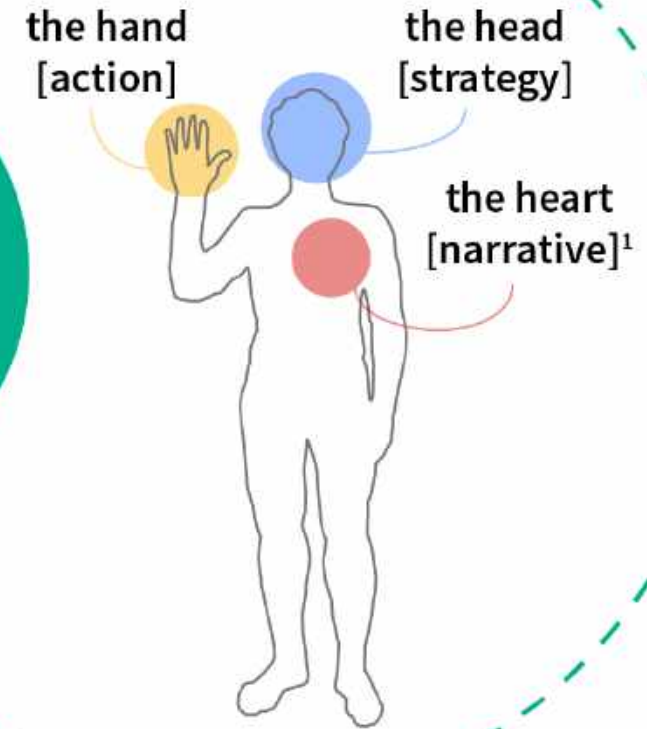
Leadership Context



WHY STORY-TELLING?



It is one of a triad of leadership skills engaging



¹Quote from Marshall Ganz, cited on «Story telling & Social Change»(2013), by Paul VanDeCarr, Working Narratives.org
Graphic by María Cruz, Learning & Evaluation team, Wikimedia Foundation.

Workplace stories?

- **Who we are....**
 - “Worst flight/job/day/week ever!”
- **Why we are here...**
 - “I just need to get through this day/meeting/week.”
- **About vision....**
 - “Wow, can’t wait for the weekend, vacation, retirement....”

Better uses of storytelling?

Common uses

- inspire the organization, team
- set a vision
- teach important lessons
- define culture and values
- who are you & values (what we believe)

Ideas for stories

- someone who inspired me
- mistakes, failures, risks, rewards
- unexpected opportunities
- lessons learned
- obstacles, wins

BEFORE WE TALK
STRATEGY

QUESTIONS?



What is storytelling?

Why it matters now?

**Your storytelling
strategy...**



WHAT'S YOUR
STORY
?

Storytelling Strategy Step 1

Context?	Goal?	Audience?
<p>Interview, elevator pitch, presentation, web content, family dinner?</p> <p>Live audience, big crowd, 1 person, 10 people?</p> <p>Time</p>	<p>Showcase my skills</p> <p>Talk about lessons learned, resilience</p> <p>Pitch an idea</p> <p>Share why I had the best vacation ever</p>	<p>What will matter to them?</p> <p>How will you connect with the audience?</p> <p>Vulnerability, learning, who you are, what you have learned?</p>

Storytelling Strategy Step 2

Compose

Presentation, pitch, story, response to interview question

Bullet points or more detailed

Audience & Goal

What do they need – the essentials to hear your point?

How are you connecting with them?

Let Go

Edit

- Too much detail?
- Show, don't tell
- Distill to the essentials for impact

5

tips on the art of storytelling in business



1

Uncover your stories

- Look at day-to-day events you take for granted
- Draw on real-life examples

2

Get your company values across

- Work out how you are least like the competition and tell that story

Our brains are more engaged when listening to stories

3

Make them colourful

- Have a beginning, middle and end
- Provoke an emotional reaction
- Appeal to people's lifestyles, problems, interests & needs



"65% of convos are made up of personal stories and gossip" Hsu.

4

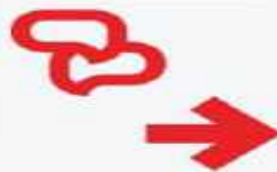
Use the appropriate format

- Don't just use words
- Make content digestible whatever the format
- Make stories shareable

5

Leave people wanting more...

- Give people a reason to come back
- Consider teasers
- Give them more content when they return



Uncover stories
Share values
Be engaging
Format
Create curiosity

Communication & Storytelling Pitfalls?

- You know too much
- Not everything matters to the audience
- The way you experienced something is not necessarily how they need to hear it....
- Too many facts, too much experience?
- **More connection, less convincing**



Recap

What is storytelling?

Fact + Experience Reframed For An Audience

Why it matters now?

Connecting with Your Audience - Memorable & Sticks....

Your storytelling strategy....

Audience, Context, Goal
Compose, Revisit Audience/Goal, EDIT – LET GO

Practice – you have more than one story....



QUESTIONS?

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JOHN MOLSON
SCHOOL OF BUSINESS

Executive Centre

JOIN THE CONVERSATION

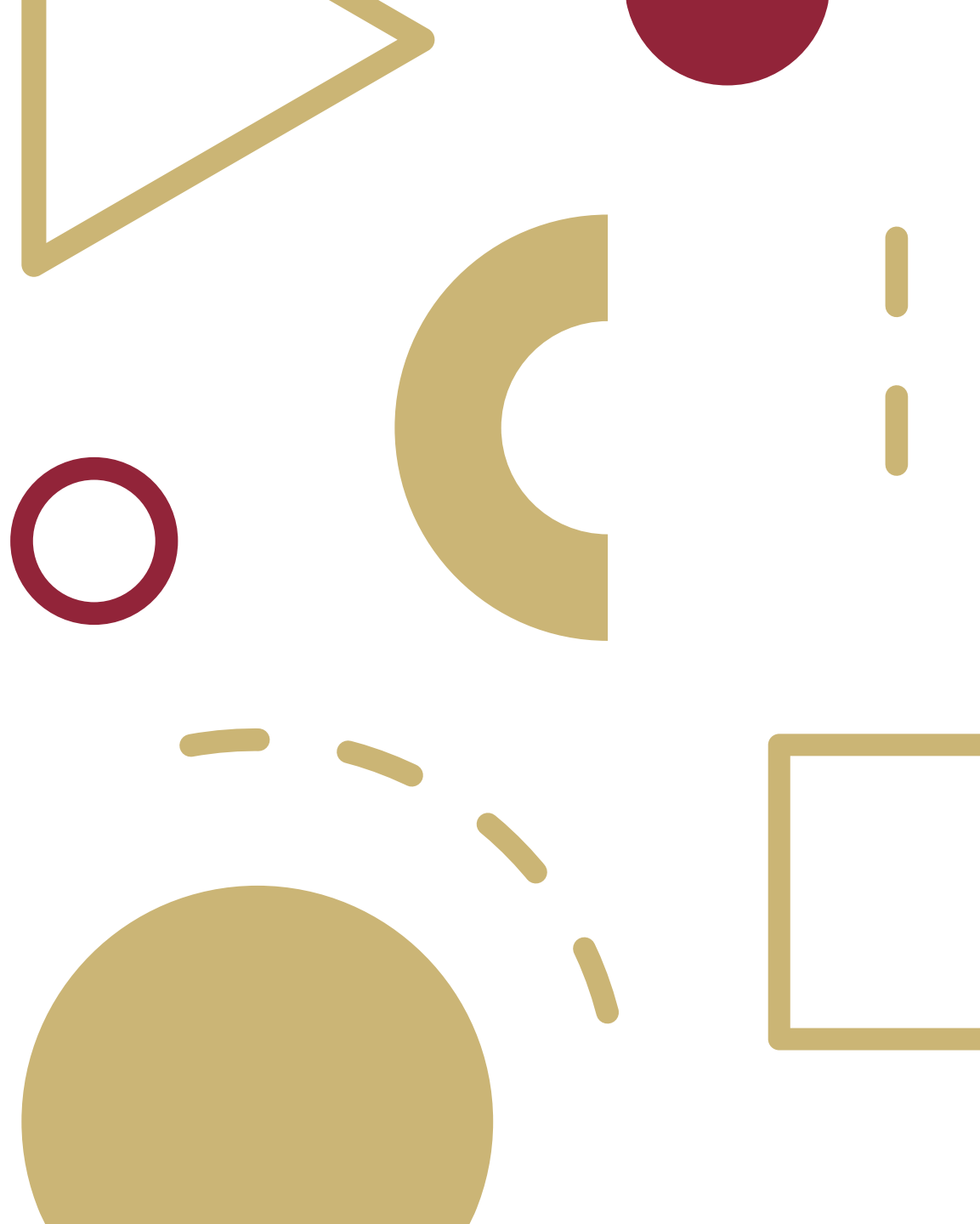
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Extras

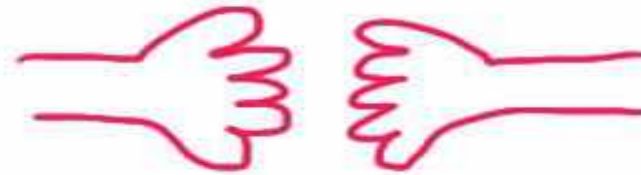


to inspire

to learn

Why we tell stories

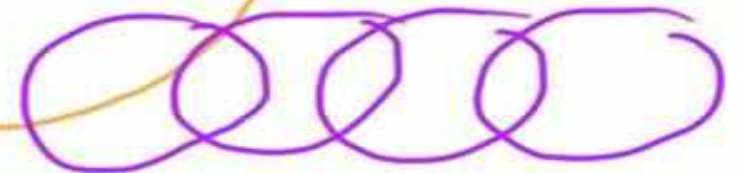
to teach



To connect

To share information

To make things stick



HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



DOPAMINE

The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

Examples of Visual Storytelling



“ I’M A BIG BELIEVER IN
PLANNED GIVING AS A
WONDERFUL OPPORTUNITY TO
GIVE BACK. IT’S A MEANS OF
ALLOCATING FUNDS TO THE CAUSES
YOU CARE ABOUT BEYOND
YOUR **LIFETIME.** ”

— Christine Lengvarl, BSc 72, President and Chief
Executive Officer, Lengvarl Financial Inc.



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To learn more about Christine's story, watch the video at:
concordia.ca/plannedgiving



If this **bucket** represents all the
world's water

then this **cup** represents the
amount of potential fresh water



however, just **one teaspoon** of
that is available for us to use, via
lakes, rivers and underwater
reservoirs as groundwater

 **WaterAid**

Beneath the Surface: the State of the World's Water 2019

Data Visualization

- Google trends videos
- Examples of Storytelling & Data Visualization