



Storytelling



Session Starts at 10am

Agenda

- What is Storytelling?
- The importance of storytelling in business
- What impact does story telling have?
- How to create a narrative
- Understanding your audience – personalities, levels of understanding/interest
- The anatomy of a story - must-haves
- Developing powerful body language
- Positive language and appropriate gestures
- Q&A session



What is Storytelling

- A well told captivating story can effect listeners on multiple levels
- Storytelling is about the power to persuade, shifting thoughts from left brain logic to emotive right brain-magic of storytelling (science)
- A variety of different stories can be used to convey a point and using the correct type of story can elicit the action or feeling you want from a customers
- Storytelling is all about human interaction and creating an experience
- Its about creating value as a perception/state of mind

What is Storytelling

- The customer should be able to see themselves in the story
- The customer should be able to see how they can be transformed into an ideal state
- Brand narrative – is when the product/service is the protagonist that saves the day
- Client as hero narrative – the product/service enters into a narrative as a supporting character to help the hero (client) achieve their goal/support their success

Where do **GOOD**
IDEAS come from?







Coffee

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JONATHAN'S COFFEE HOUSE or an Analysis of CHANGE ALLEY
 With a Group of Characters from the Life - *Inscrib'd to Jacob Henriques.*



A. D. 1763. Part of the Poem.
 'Tis said that Old Satan (tho' that we must wink on)
 On a Time took a peep o'er the City of Lincoln.
 But lately, in truth, being sick of the Gloom,
 He to Jonathan's head and peep'd into the Room.
 'Ah ha! quoth the Devil - what good Master Serip!
 I thought I should have you sometime on the Hip:

My Friend master Bull too in shape of a Quaker,
 With his Crony the Wenz who was lately a Baker.
 Old Transfer Topy in the form of a Jew,
 'Ere a special apartment preparing for you:
 With Consol and Omnium both in debate,
 As if they were settling the Business of State:

'Tis true Ducks too and fro in abundance are straddling,
 While others Disgrac'd from the Alley are waddling.
 Come on cries Old Nick and along with me go,
 There's room for you all in the Regions below:
 For sure 'tis a Shame that such vile occupations,
 Should suck the best Blood from the best of all Nations.

Printed Pursuant to Act of Parliament May 24th 1763 by M^r. Sumpter Book & Print-seller at the Bible & Crown near Shoe Lane Fleet-Street
 M^r. Spilbury in Redford Court M^r. Tindal in Princes Street and by the most eminent of the Print-sellers in the 3 Kingdoms

2 May 1763





A single **idea**
can often be
dismissed as
impossible

Networked
=
Good Ideas

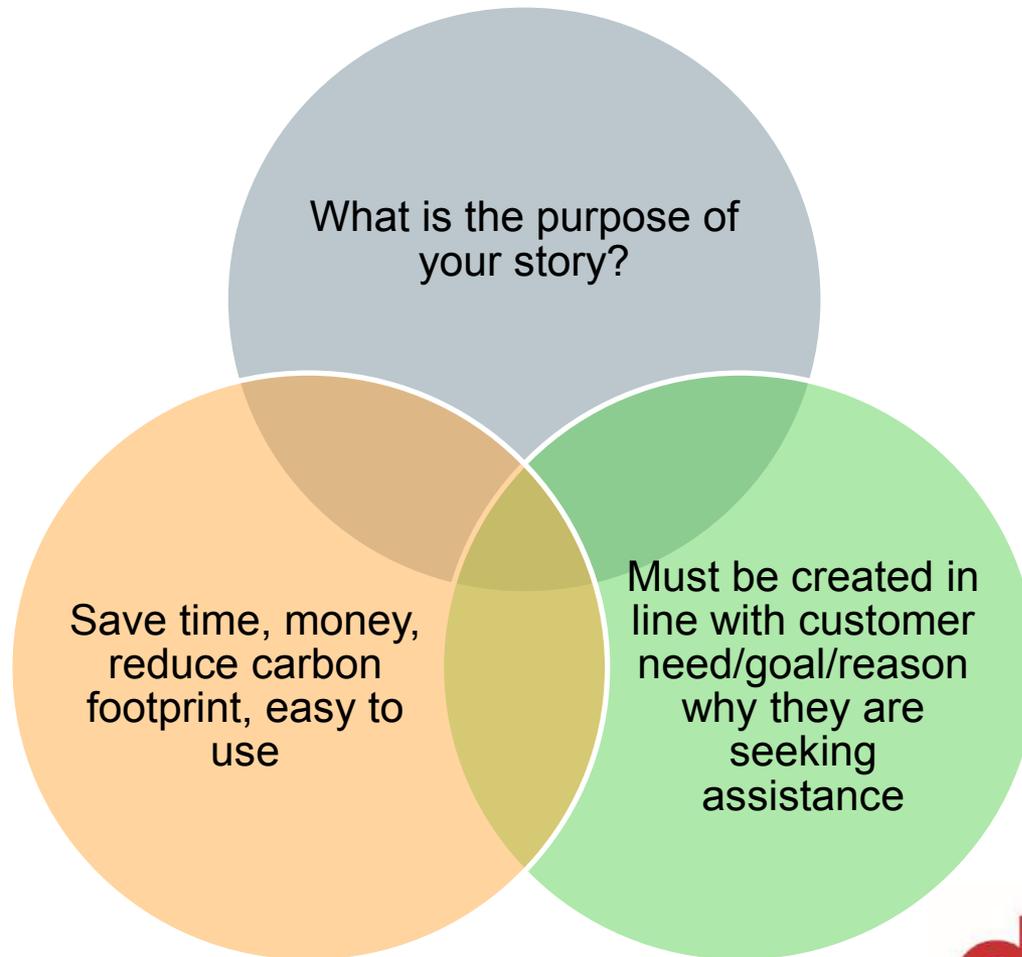
The Importance of Storytelling in Business

- Storytelling increases our receptiveness to information, and they are easier to remember – invites customer to use imagination
- Sales stories can convey the true power of your product or service
- In a story you can provide context to customers and can drive points home harder
- Use cases – similar stories from the store are particularly effective
- Stories are an emotional investment where essential hormones are released when listening to enable customers to engage better
- Angels cocktail –dopamine, oxytocin, endorphins
- As humans we think in concepts – reflecting on our past and creating our futures

How to create a Narrative - Structure

Compelling opening	A clear build	A closing note
<p>Credibility/passion Building rapport Grab attention – hormone release Protagonist intro (can be hypothetical – customer as potential hero/protagonist) Challenge faced/prevented Past/present</p>	<p>The world as in could be if the customer engages with the brand Leave out the features – they're completely forgettable Conquers obstacles Reduces pain Increases success Experiential Past/present/future</p>	<p>Compelling enough that you don't need a call to action Reiterating the world as it could be for the customer Present/future</p>

How to create a Narrative – Key message



Discussion



The Anatomy of a story

Content should be crafted in such a way that your customer feels as though they would be losing access to a sublime experience of being apart of your brand if they don't buy in some way

Understand the must knows, should knows and nice to knows for the customer

The Anatomy of a story

Psychological triggers:

- Commitment and consistency
- Liking
- Authority
- Social proof
- Unity

Developing Positive Body Language

Engages interest and emphasises passion

Involve the listener with body language

Facial expressions

Eye contact

Hand gestures

Tone of voice

Affirmative nods

Echo/mirror and blend

Blending

People get on best with one another when they share common ground. An essential communication skill that encourages people to establish a rapport, even if they are coming from a very different position, is blending. There are different ways in which you can blend:

- Blending using facial and body expressions
- Blending vocally

Positive Language

How to become a better speaker

1. Listen back to your own voice, are you being clear?
2. Practice speaking into a recorder and playing it back, analyse how you could say the same thing using more precise language
3. Take appropriate pauses to allow the listener to consume what you are saying
4. Make sure you are not talking too loudly or too quietly
5. Make sure your body language reinforces what you are saying and watch your tonality/intonation
6. Keep it positive with your words and phrasing

Recap

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