

Deloitte.

THE ART OF STORYTELLING

**Session
Summary**

TELL ME A STORY

Storytelling is in our DNA

Way before humans developed the ability to write, storytelling was the way wisdom was shared with the "tribe" and the next generation. It was critical to our survival and is how we have evolved.

We think and express ourselves in stories – and we do it the whole time. Stories help us to make sense of the world, we are conditioned to them, we expect them and we love them!

The primary objective of storytelling is to elicit emotion

Advertisers and film makers have long understood that the most effective way of communicating a product message is through the medium of storytelling, which moves an audience beyond rational factors to evoke powerful emotions.

Stories are all about winning hearts first and minds second. They engage both sides of our brain and have the ability to motivate SAMI the emotional Elephant and RALF the rational Rider.

MOTIVATING THE RATIONAL RIDER AND EMOTIONAL ELEPHANT

| | |
|---|---|
| <p>SAMI The Elephant</p> <ul style="list-style-type: none"> • Stories • Actions • Metaphors • Images | <p>RALF The Rider</p> <ul style="list-style-type: none"> • Rational • Analytical • Logical • Facts |
|---|---|



Natural Direction

YOUR BRAIN WITHOUT STORIES

Activates 2 regions of the brain

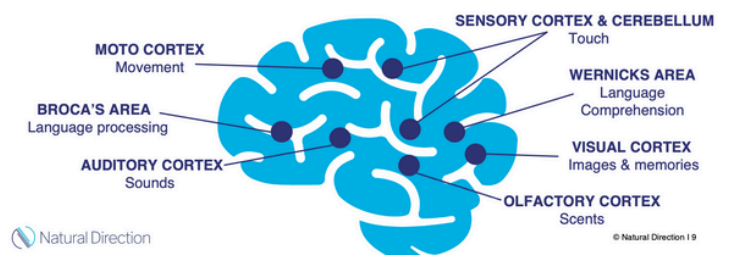


Stories captivate the audience by engaging up to seven areas of the brain, compared to just two when processing straightforward information.

This is why stories provide such a powerful way to capture and maintain audience attention. They create a richer and more memorable experience and enhance emotional connection and empathy.

YOUR BRAIN WITH STORIES

Activates 7 regions of the brain
Triggered by a specific sense described in the story



EMOTIONS OPEN A LOOP

EMOTIONS OPEN A LOOP

Your state
becomes the audience's
state



Whether the audience are customers, employees, investors, the board of directors or other stakeholders; the end goal is the same....to persuade them.

In order to do that you need to get them to feel something first. The powerful emotional hooks created by stories are likely to be remembered by the audience long after the presentation itself.

CONVEYING MEANING THROUGH EMOTION



7%
Use of words



38%
Use of voice



55%
Use of body language

In communication, words account for 7% of the impact, voice tone 38%, and body language 55%, highlighting the importance of non-verbal cues.

By paying attention to your gestures, movement and other non-verbal cues, you can significantly amplify the emotional and memorable impact of your business stories.



STORYTELLING IN BUSINESS

Being a good storyteller will enrich your communication, enhance your credibility and is the best way to help people understand and buy into new ideas.

Stories can make abstract business concepts real and meaningful, which means the listener will internalise what you are saying. Further more, strategic storytelling is the most powerful way to help communicate your brand purpose.

Great communicators are great storytellers and as such enjoy getting traction on the ideas they present. This starts a virtuous cycle that can deliver other added benefits.

Stories get attention

As we have already explored, stories engage our emotional and logical brain - combining intellectual stimulation with emotional stimulation. By mixing a well chosen story with facts, figures and feelings, your audience will likely be more convinced.

Stories hold attention

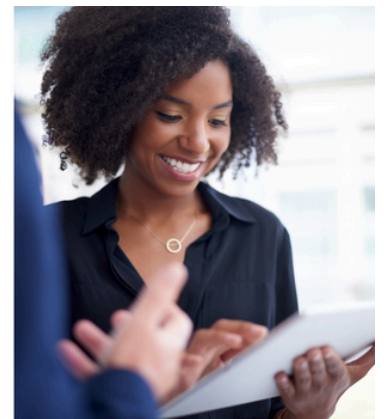
Stories appeal with equal effectiveness to people with different thinking styles – in this way:

- Auditory thinkers learn from what you say
- Visual thinkers can visualise the story
- Kinaesthetic thinkers will feel the emotional aspect of the story.

THE BENEFITS OF BUSINESS STORYTELLING

1. Get attention
2. Hold attention
3. Accelerate buy in

 Natural Direction



Stories accelerate buy in

Stories give you instant credibility by convincing beyond doubt that you know what you are talking about.

When you use a well selected story instead of reciting a long list of dry facts and figures, the listener will immediately warm to you.

Research shows people are happier to be influenced by people they like. Stories have the power to accelerate this process.

THE ART OF STORYTELLING

With so many benefits why do we find this so difficult? Largely it is because we don't see ourselves as natural storytellers. The reality is we are doing it everyday, with our friends, family and colleagues. What happened on your holiday, your day at work, what was the gossip down at the pub? ...and the list goes on. Having this recognition and by applying a simple structure, you can take these natural skills, enrich your storytelling and apply it in a business setting.

Storytelling structure

The hero's journey (also called the monomyth), is a story structure that is found in many folk tales, myths and religious writings from around the world.



FILM MAKING: THE HEROES JOURNEY

- **Known world**
The class must do a presentation
- **Call to adventure**
To do it and do it well, to look good in front of the class
- **The conflict**
The obstacle to overcome the antagonist
- **Overcome the conflict**
The moment the hero and team prevail
- **Transformation**
What results from....

Lots of modern stories and films still follow this structure and it forms the basis for the the **Storytelling Arc**, a five point structure that can be used to prepare and share stories in your communication.

The Storytelling Arc

A five point structure



1. Set the scene

What is the context? Help me paint a clear picture of where you are, what you are doing, and who is involved.

2. Explain the challenge

Explain the incident, what went wrong? How did you feel?

3. Describe what happened

What happened next? Did you overcome the challenge? If so how?

4. What did you learn?

What did you learn from the experience - note: it is important to keep this to one key learning point.

5. What is your message

Why am I telling you this? Make it relevant. Use a YOU question that forces the audience to consider how the lesson of the story applies to them. E.g How about you? What do you need to do?

WHERE TO FIND STORIES

Great stories are everywhere; in your organisation, and in your past experience. Here are the various places you can look for stories:

1. Stakeholder needs stories

Listen out for stories about stakeholders and customer needs or experiences to help you build a rich picture of the external views and needs of your stakeholders. These stories can be most compelling. A need is a problem to be solved.

2. Strategy stories

Bring your strategy alive by telling a story about a day in the future. This can become a powerful motivator. What will be happening and why? Why will this be important to the team?

3. Values and behaviour stories

Watch employees and record examples of them living the values. This gives you the opportunity to make heroes of your employees and reinforce the values you really want to see. Anyone who is going the extra mile or doing something extraordinary are the heroes you need to talk about.

4. Quality stories

Find stories that demonstrate the extraordinary lengths people in your team go to when producing solutions/services, or how much research has gone into developing a service.

5. Stakeholder benefit stories

Use the customer's voice to describe the benefits of your solutions/products/services. This will be one of richest areas to explore. As a leader you should have dozens of these stories.

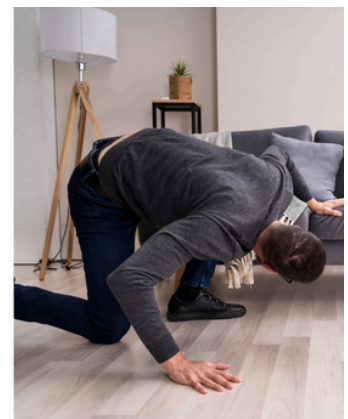
6. Who you are stories

Think of the seminal experiences you have had in your career, the ones that have shaped what you believe and value. Craft those into stories you can tell. Not only will these stories say something about you, you will also be able to share your own values through them.

The more you can tell stories about yourself in a self-deprecating way, the more people will relate to you.

WHERE TO FIND STORIES FOR YOUR PRESENTATIONS

1. Stakeholder needs stories
2. Strategy stories
3. Values and behaviors stories
4. Quality stories
5. Stakeholders benefit stories
6. Who you are stories



YOUR STORYTELLING FITNESS PLAN

If your storytelling muscles have become somewhat depleted, here is a 3 step fitness plan to get them back into shape:

First step - Become aware

Notice the stories around you. Note the storytellers especially. How do they get your interest, how do they turn you off, and what can you learn and steal from them? It has been said that good writers are voracious readers.

Second step - Collect your stories

This second step is so important. Story telling enhances your powers of persuasion as a business leader. Therefore, it makes sense to be organised in the way you gather and choose the stories you use. Build your own personal store of compelling stories that can be used at a moment's notice.

Third step - Try them out!

And finally, you have to test drive them. You have to practice, practice, practice. Remember, the best stories “spring board” to a current topic. So go into your stash and find stories that you could tie to bosses, teams, current events, change, learning, accountability, etc.



STORYTELLING FITNESS PLAN

1. Become aware
2. Collect your stories
3. Try them out

In summary:

- Stories move an audience beyond rational factors to evoke **powerful emotions**.
- "people may forget what you said, they may forget what you do.....but they never forget how you **made them feel**".
- **Great communicators** are **great storytellers** and as such enjoy getting traction on the ideas they present. This starts a virtuous cycle that can deliver other added benefits.
- By applying the **Storytelling Arc** you can enrich your storytelling and create impact in your communication.
- Great **stories are everywhere**; in your organisation, and in your past experience.
- Use the **storytelling fitness plan** to get your stories in shape!

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