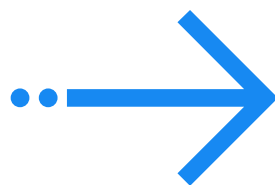


The Power of a Story



tools

labs ✓

techniques

research

resources

stories



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Storytelling

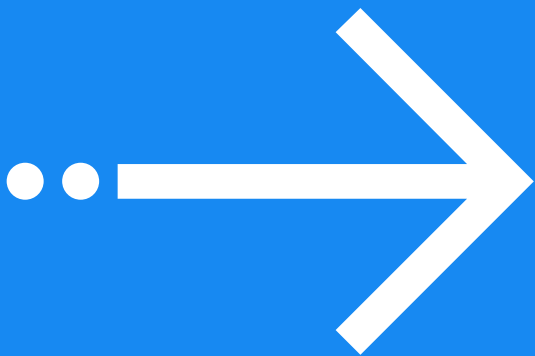
Point of View

Change is inevitable. How we navigate it is a choice that starts with our mindset. When we choose to see the people involved in any type of change as humans, we activate something we call The Compassion Factor™. The Compassion Factor is about listening to learn, connecting with the unique stories of each individual, and setting aside bias and assumptions in favor of active inclusion and belonging. In other words, it activates change by genuinely asking, “how can I help?”

To sustain momentum for change, you have to cast a strong vision, create a compelling desire to change, and provide clear first steps with a strong sense of compassion for your audience and a willingness to meet them where they are and walk the path with them. The best way to do this is through strong storytelling.

Being able to tell a story that people want to be a part of is crucial because, people capture information via stories...not by staring at data and charts. The best ideas, proposals, and projects in the world will not realize their full potential unless the storyteller takes responsibility for connecting with their audience. Successful storytellers infuse their passion to inspire, leverage a clear purpose to engage, and rely on compassion to connect and empower people to sign up and become a part of the story.

Principles for Great Stories



- **Goal Clarity**
Drives purpose
- **Unlock Commitment**
Prioritizes people
- **Impactful Ideas**
Focuses on what's most important
- **Decisive Action**
Moves work forward
- **Execution Excellence**
Builds trust and confidence

Guide™

Storytelling

“—” If you can't explain something simply, you don't really understand it.

Albert Einstein

Goal Clarity →

You have had thousands of ideas and thoughts go into what you are doing, but you need to boil it all down into one important takeaway for yourself and others. What are you trying to communicate? Do you really know what that is, why it's important, and why now?

Unlock Commitment →

You know what you are working on inside and out... how can you connect to your audience in a personal, meaningful, and relevant way? This is not a passive activity - understanding what they need and doing something about it creates the conditions for them to join your story.

Impactful Ideas →

While there are many ideas you could likely include in your story, focusing on the one to three ideas you believe will resonate with your audience will allow them to connect quickly with how they can participate in your story.

Decisive Action →

There are a lot of different ways to tell a story. Think of different approaches and test them. Define what success looks like. Make sure your final story not only connects and motivates, but that it inspires the RIGHT action. How will you know if you are successful?

Execution Excellence →

Practice, practice, practice! Think about the subtle techniques you can use to really draw your audience in. Did you think about your environment? How will it affect your message? Look at all the scenarios! Continue to get feedback to see if your story is having the desired outcome.

Build Compassion

Method Card

Instructions

Use this quick approach to help think through who your audience is and how to best connect with them (build compassion).

Reflection & Discussion

What questions caused you to pause? Why?

What is the impact of skipping this step?

Next Steps

How do you know? Get feedback!

Prompts

01

Who is your audience?

02

What do they care about?

03

How do they connect with your work?

04

What do they need to know, hear, and learn? Why?

Storyboarding

Method Card

Introduction

Use this storyboarding approach to help think through the right narrative and the best way to support/share that narrative. Consider the experience you want to create as you connect your audience to the "what," "so what" and "now what."

Reflections & Next Steps

Incorporate feedback from others.

Is there a particular part of your narrative that you need help with? Share your storyboard with someone for feedback.

Put it together.

After your storyboard feels right, it's time to convert it into a solid draft of your communication. Then get a bit more feedback, and evolve your communication into a final version.

What

The Foundation

What is the one message you want your audience to walk away with? Why is it important and why now?

So What

Connect & Influence

How can you connect with your audience in a personal, relevant, and actionable way?

Now What

Move it Forward

What's the best way to create action?

How will you know you're successful?

Craft a Compelling Story

Method Card

Introduction

Storyboarding is a great start, but a compelling story requires us to connect the dots of our storyboard in a way that brings our audience along with us, creates momentum, and turns inspiration into action.

Reflections & Next Steps

Support Your Story

There are lots of ways to deliver your story, once your narrative is refined, make sure you give careful consideration to how you deliver your story. Don't forget about support visuals, anecdotes, etc.

Craft it!

Building off your storyboarding efforts (what, so what, now what) draft a complete version of your story.

Get feedback and refine.

Always get feedback! Share your story with someone else, get their feedback, and then refine your story.

From Inspiring to Impactful

When giving or getting feedback on your story, don't forget the Guide™ Principles. They help you create an impactful story that inspires action. So as you listen, look for evidence of each principle.

Does it have a clear **goal**?

Does it **unlock** commitment of the audience?

Are the **ideas** concise and relevant?

Can you hear the call to **action**?

Does it build trust and confidence?

Make it 20% Better

On top of the Guide™ Principles consider these components to make your story 20% better and lift it from inspiring to impactful.

Logic

The ability to articulate the logical connection between key ideas and how they apply to the project is critical to motivating action and getting the outcomes you are looking for. Can others follow the logic of the story to a clear next step? Is there the objective evidence the audience needs to be an active part of the story?

Heart

Great communicators inspire people. They create a connection that is real, emotional, and personal. Does the story draw others in? Do others want to be part of it because it aligns to what matters to them?

Courage

Stories that inspire require courage. Did you use relevant and real experiences? Are you vulnerable and willing to lean into something outside your comfort zone? Did you allow your passion for the project to provide energy to the story?



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