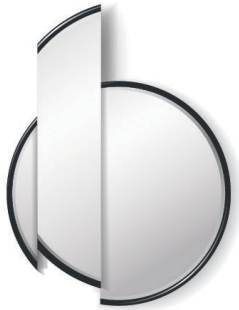


Storytelling and How Leaders Can Leverage It Effectively for Growth



brandmirror



Jen Dalton

Getting to Know You

- Name
- Company
- Your favorite book
- What made it a great story

“Stories are just data with a soul.”
-Brene Brown, TEDx Houston 2010

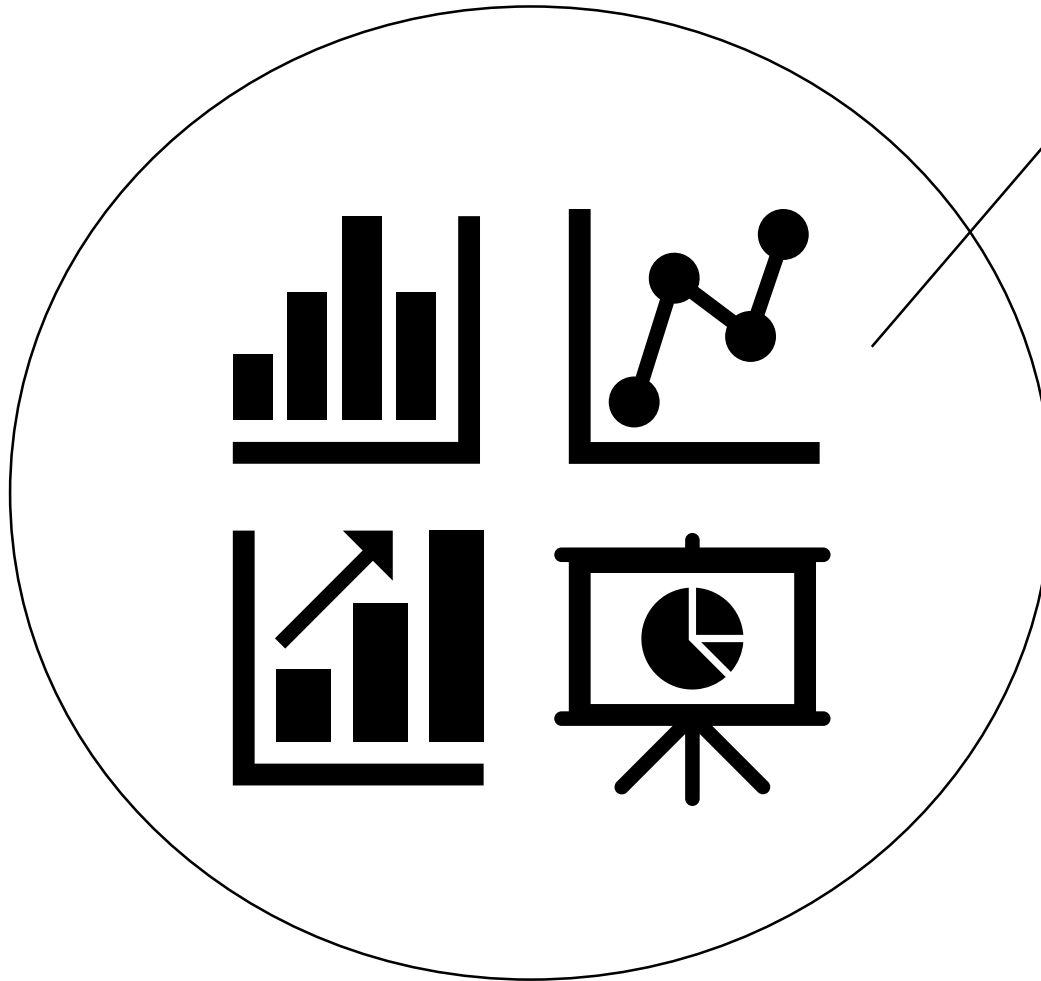
Our Time Together Today



What makes a story stand out?

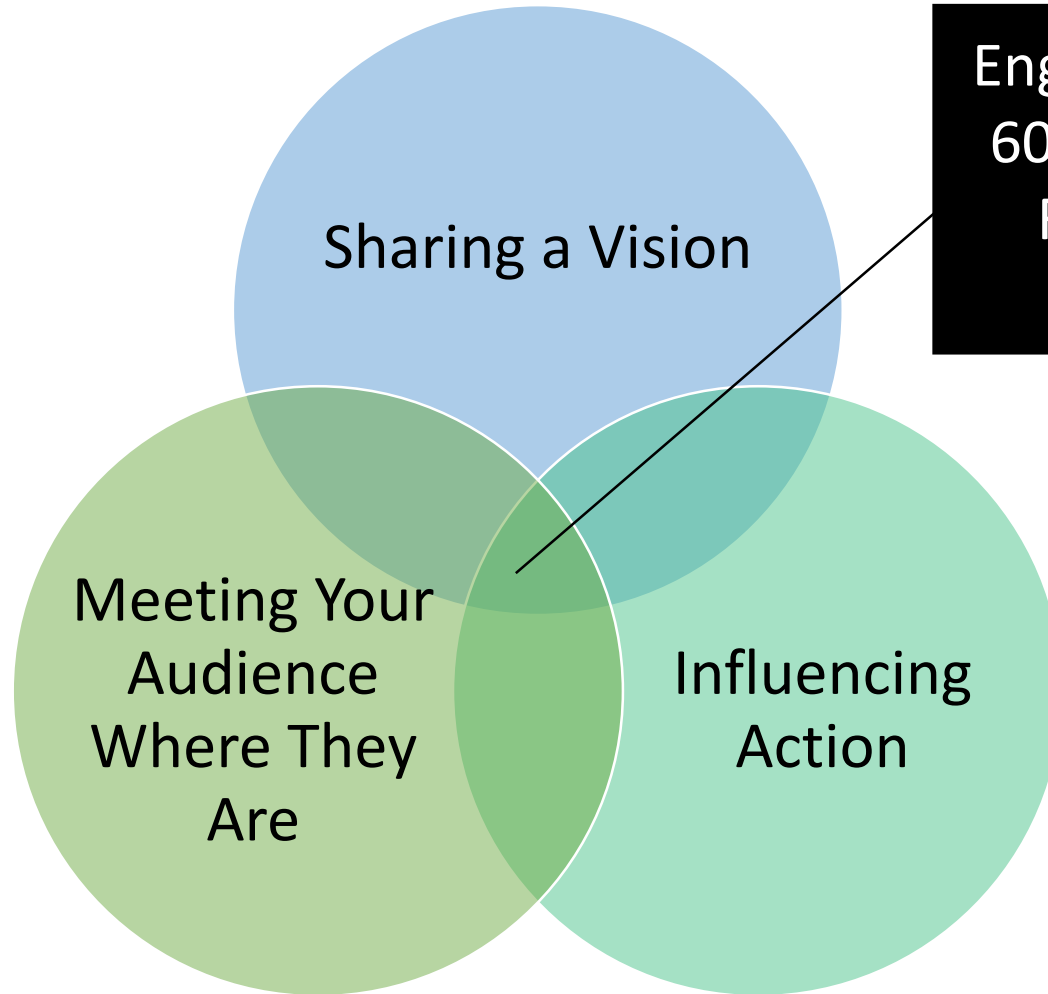
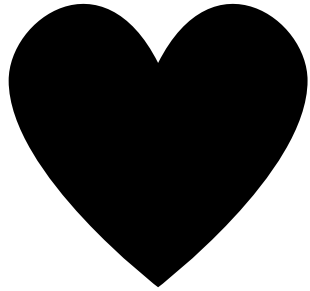


Communication in Leadership & Business



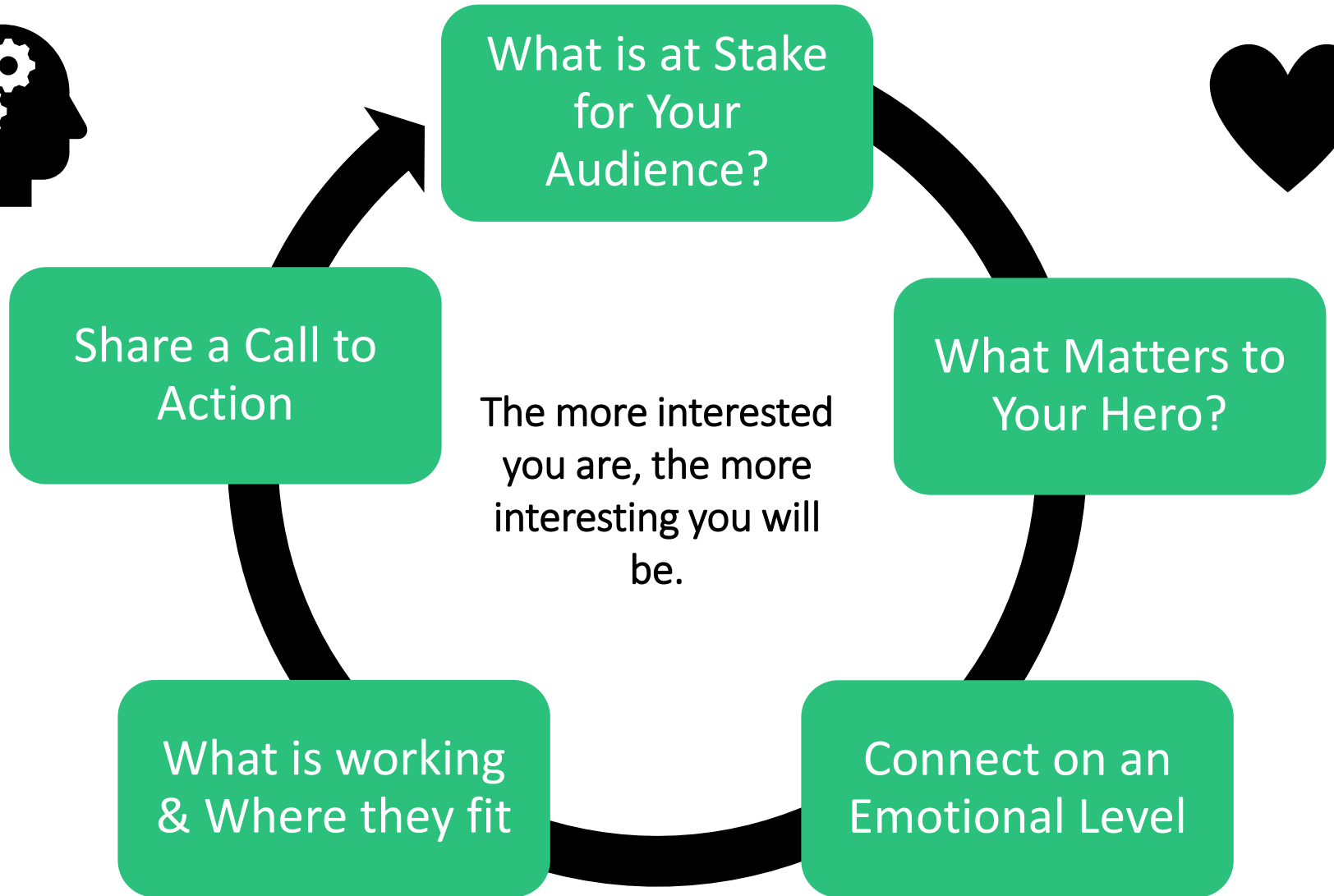
Language
Processing
Zone

Storytelling in Leadership & Business



Engages 7 Areas
60,000X Faster
Remember
Action

Successful Storytelling = Know. Like. Trust.



5 Key Steps to Craft Your Story

Storytelling Steps	Key Questions to Ask
Identifying What is at Stake	<p>What is your quest? Or your audience's quest?</p> <p>Why does the change you want to have happen matter?</p> <p>What is the simplest way to describe the situation overall?</p>
Know What Your Hero Wants	<p>What is wrong from their perspective?</p> <p>What keeps them from success or changing?</p> <p>What is their quest in their words?</p>
Describe an Inclusive Vision	<p>What is unique about this situation? What context matters?</p> <p>What does a happy ending / future state allow them to achieve?</p> <p>What message will resonate with their heart and mind?</p>
Share What is Working	<p>What has worked so far?</p> <p>What do they believe is working?</p> <p>What can you convey that meets them where they are?</p>
Create an Ask & What's Next	<p>What is an ask they can say yes to in that moment?</p> <p>How would you describe ways to engage?</p> <p>What information do they need to know next?</p>

Real Example

Who is Your Audience?

Team
Member

Extended
Team
Member

Prospects &
Clients

What is at Stake?

Coaching an Employee (Teller)

Storytelling Steps	Key Questions to Ask	What is the story outline?
Identifying What is at Stake	What is your audience's quest?	I noticed you were having trouble balancing the cash drawer. Is everything okay?
Know What Your Hero Wants	What is their quest in their words?	We talked about training, with your positive approach with customers, once you get the processes down, you will feel great, it just takes time.
Describe an Inclusive Vision	What is unique about this situation? What context matters?	I remember when I was a teller and had just started. It took me a week or so to understand what to do.
Share What is Working	What can you convey that meets them where they are?	I can share what worked for me.
Create an Ask & What's Next	What information do they need to know next?	What helped you the most? Let's practice again tomorrow.

Real Example

Who is Your Audience?

Team
Member

Extended
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Prospects &
Clients

What is at Stake?

Launching a New Online Platform

Outline	Storytelling Formula	What is the Story?
Identifying What is at Stake	<p>What is your audience's quest?</p> <p>Why does the change matter?</p> <p>Keep it simple.</p> <p>Ask your audience what they need.</p>	<p>We are thrilled to be in North Carolina. This is an exciting market with a lot of potential. We listened and are launching an online platform for business clients. We want to free up your time to focus on value-add activities for your clients and allow your business owners to save them time and get access to cash faster.</p>
Know What Your Hero Wants	<p>What is wrong from their perspective?</p> <p>What keeps them from success or changing?</p> <p>What is their quest in their words?</p>	<p>You are each dedicated to helping your clients grow their business and make a difference in your community.</p> <p>Although we have launched the features – we are excited to collaborate with you on our next step – getting the right messaging and collateral in your hands to help you grow your customer relationships easier.</p>

Launching a New Online Platform

Outline		What is the Story?
Describe an Inclusive Vision	<p>What is unique about this situation? What context matters?</p> <p>What does a happy ending / future state allow them to achieve?</p> <p>What message will resonate with their heart and mind?</p>	<p>There is a lot of competition in this market – we wanted to share what is working well and feedback to date on the platform and how bankers and clients are getting the biggest bang for their buck.</p> <p>We want all of our bankers and business owners to spend more time working on their business and growing it, not working in their business on administrative tasks.</p>
Share What is Working	<p>What has worked so far?</p> <p>What do they believe is working?</p> <p>What can you convey that meets them where they are?</p>	<p>Here are some examples of wins from bankers and clients – what worked well, what messaging resonated, and how it has helped them grow their book of business and made running a business easier. [show examples for each product / service level]</p>

Launching a New Online Platform

Outline		What is the Story?
Create an Ask & What's Next	<p>What is an ask they can say yes to in that moment?</p> <p>How would you describe ways to engage?</p> <p>What information do they need to know next?</p>	<p>Paint a picture of what a day or week looks like for bankers and business owners – what can they now do – or be able to do.</p> <p>Describe next steps and what happens next – how they can be a part of the story.</p>

Let's Try Crafting a Story

Prospects & Clients – What is at stake for them?

What does your audience want?

What does a better future look like?

What could work & help them?

What is your ask – what happens next?

Keep It Simple

Prospects & Clients – What is at stake for them?

What does your audience want?

What does a better future look like?

What could work & help them?

What is your ask – what happens next?

Business Owners want to succeed – livelihood

Business owners have little time + Want Money Sooner

What if they had more time in a week?
Real example.

New product/service automates non-value add activities & gets access to cash faster – frees up time for business

How to leverage the system and goals / timeframe for success

Let's Try Crafting a Story

Pick an audience / situation
– What is at stake for them?

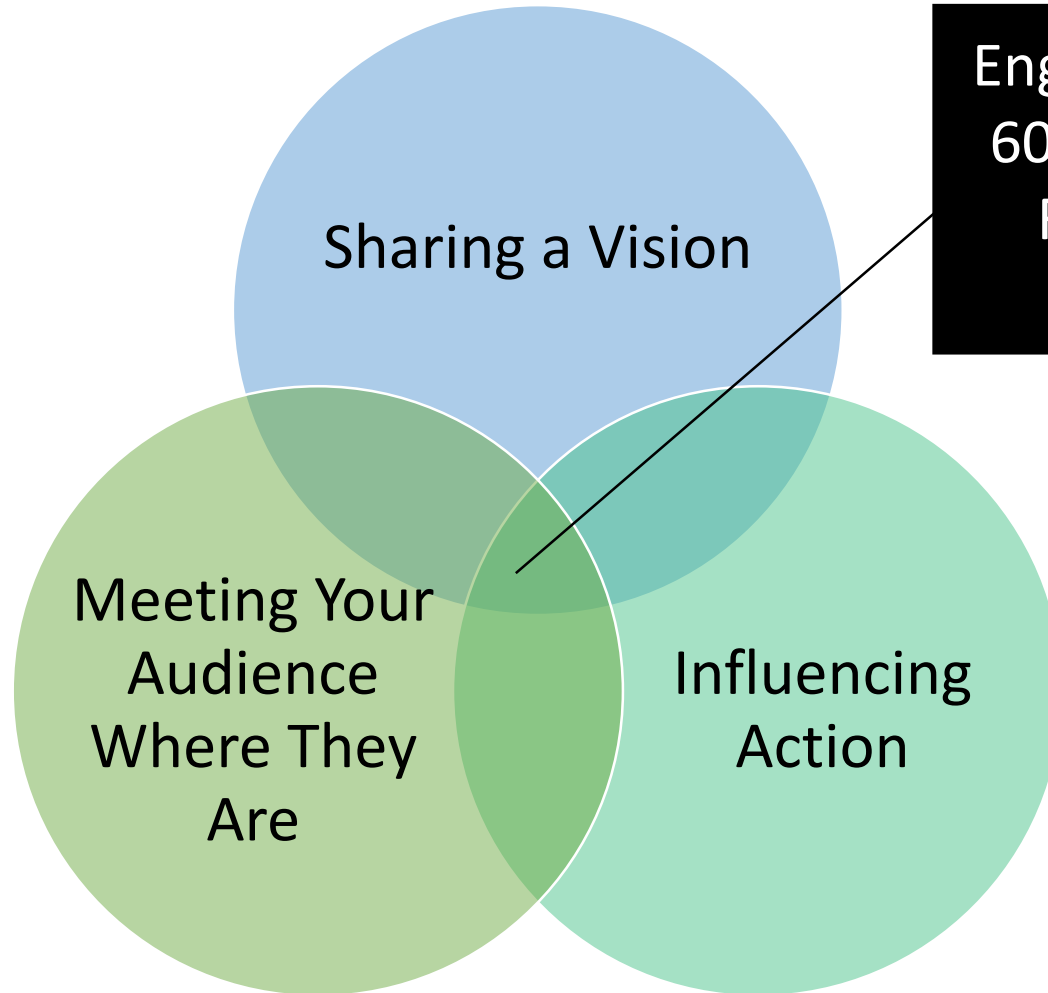
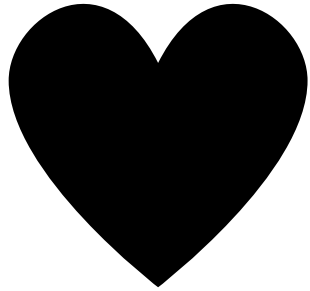
What does your audience want?

What does a better future look
like?

What could work & help them?

What is your ask – what happens
next?

Plan Ahead & Matter More



Engages 7 Areas
60,000X Faster
Remember
Action

Don't Forget It's About Your Audience



What is at Stake
for Your
Audience?

Share a Call to
Action

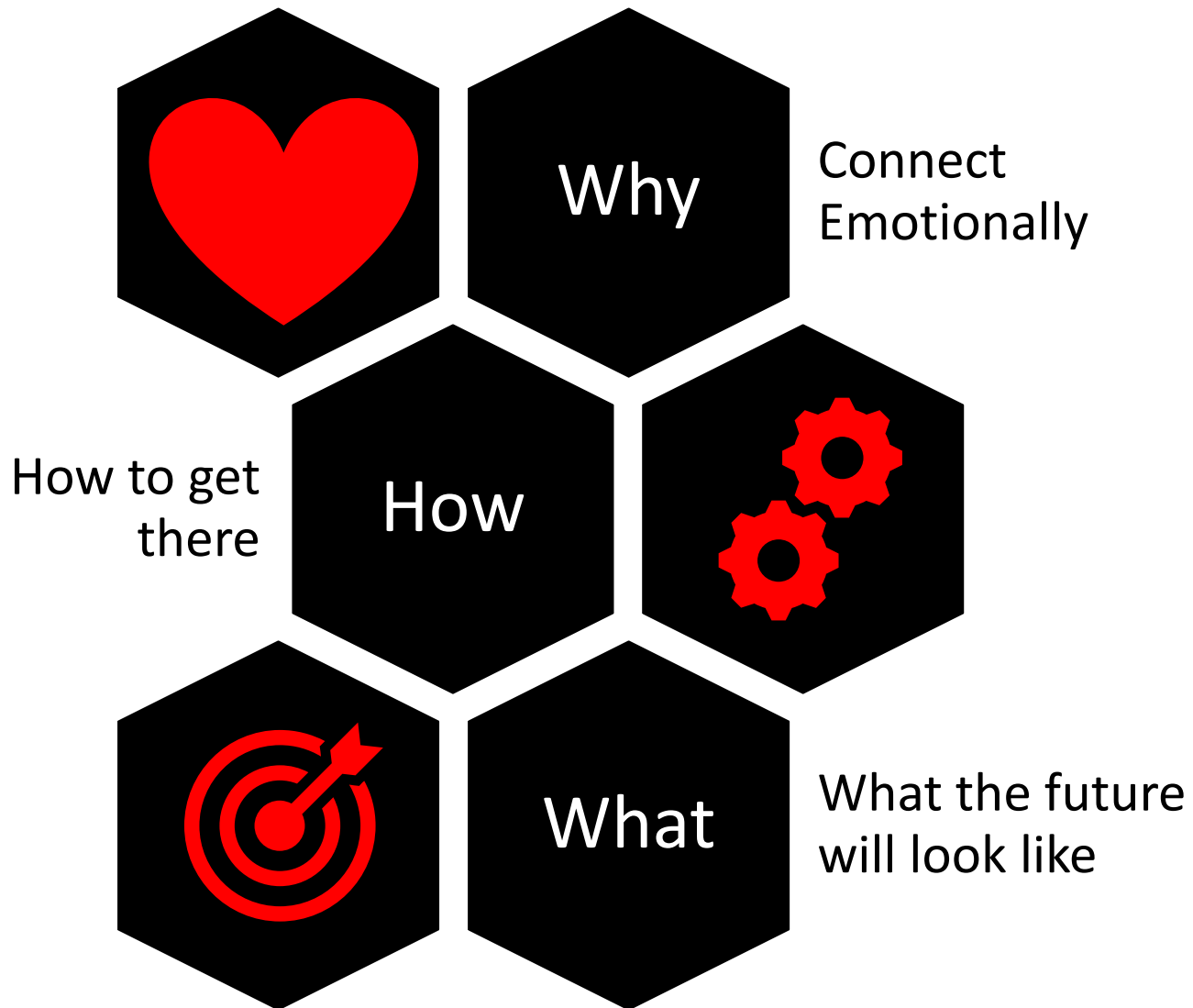
What Matters to
Your Hero?

The more interested
you are, the more
interesting you will
be.

What is working
& Where they fit

Connect on an
Emotional Level

Storytelling is about Inclusion



Key Best Practices for Storytelling

- Creating a Connection
- Dialog – not a monologue
- Focus is Positive – not Punitive

Thank you!

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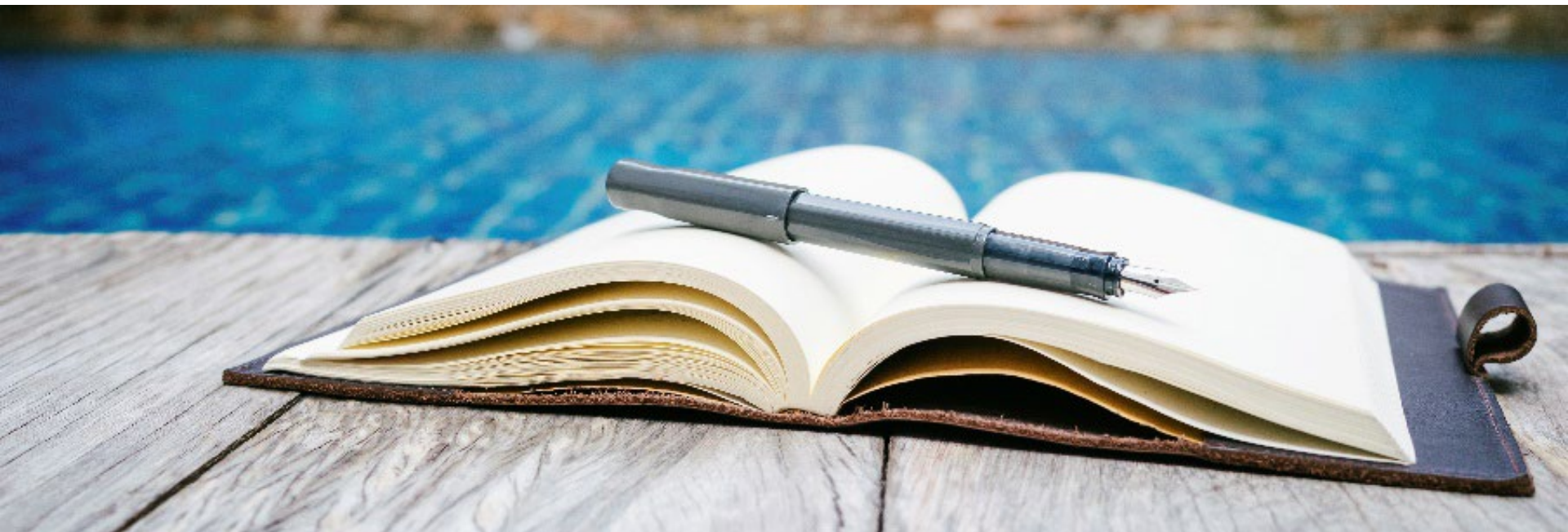
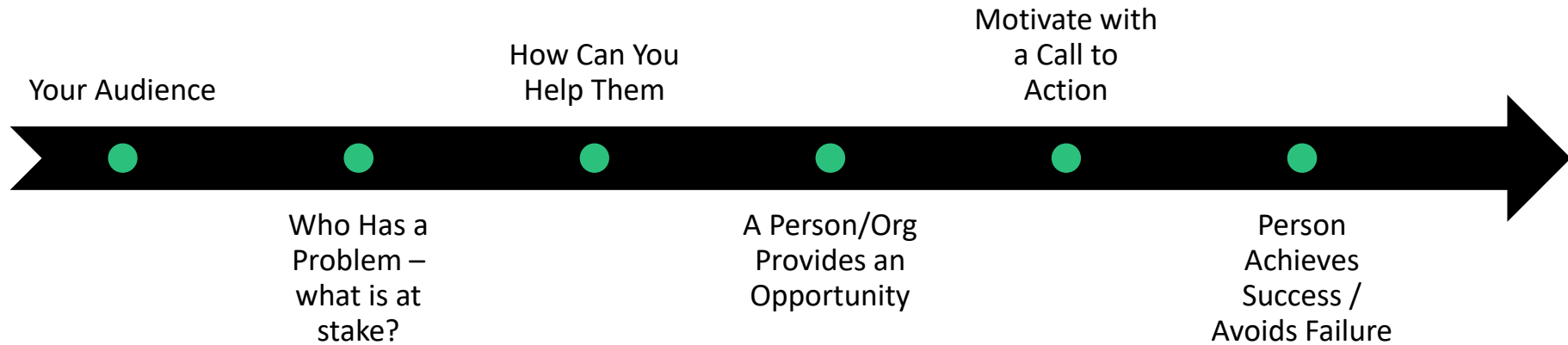
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Appendix

Where are you taking people?



Be a Noisebreaker, not a Noisemaker

Stories that Break Through the Noise

What does your audience need?



What is in the way?



What does the future look like?

- Person you are helping (hero)
- Define the problem
- What do they want?

- Paint a picture of the future for the people you are helping

