

Be heard and remembered.

The fastest way to help people understand
who you are, what you do and why it matters.

**Know thy self, know thy audience,
know thy ability.**

Find a FORMULA that lets you show what
you know, without risk.

Fitting in, isn't always the best fit.

You can't just keep doing what's expected
and expecting a different result.

Stop preaching to the converted.

If they're already on your side, you're
talking to the wrong audience.

**Yelling only makes you louder, not
easier to hear:**

"A spark neglected makes a nasty fire" -
Robert Herrick

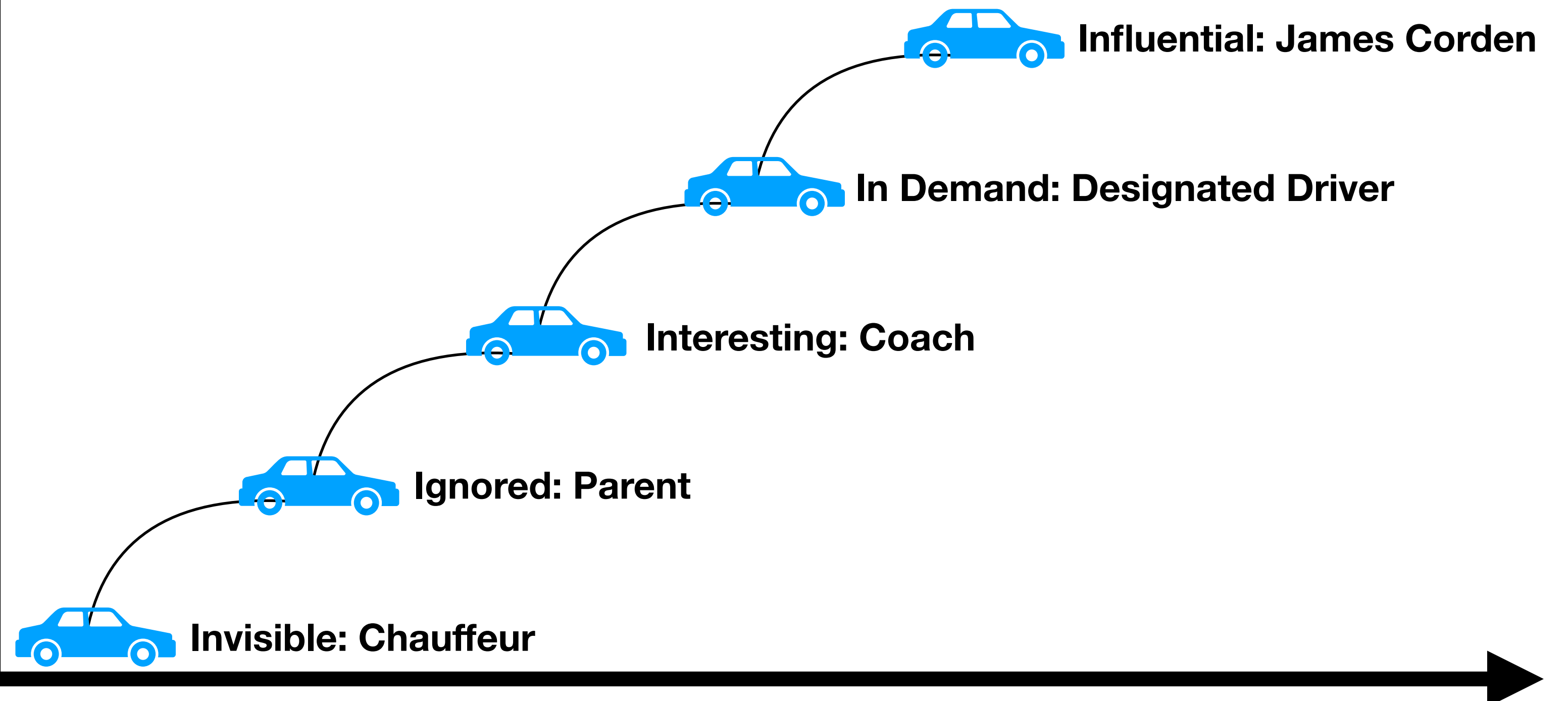
Mission Invisible: The Risky Business
of influencing

CONTROL

VALUE

CHAOS

TIME



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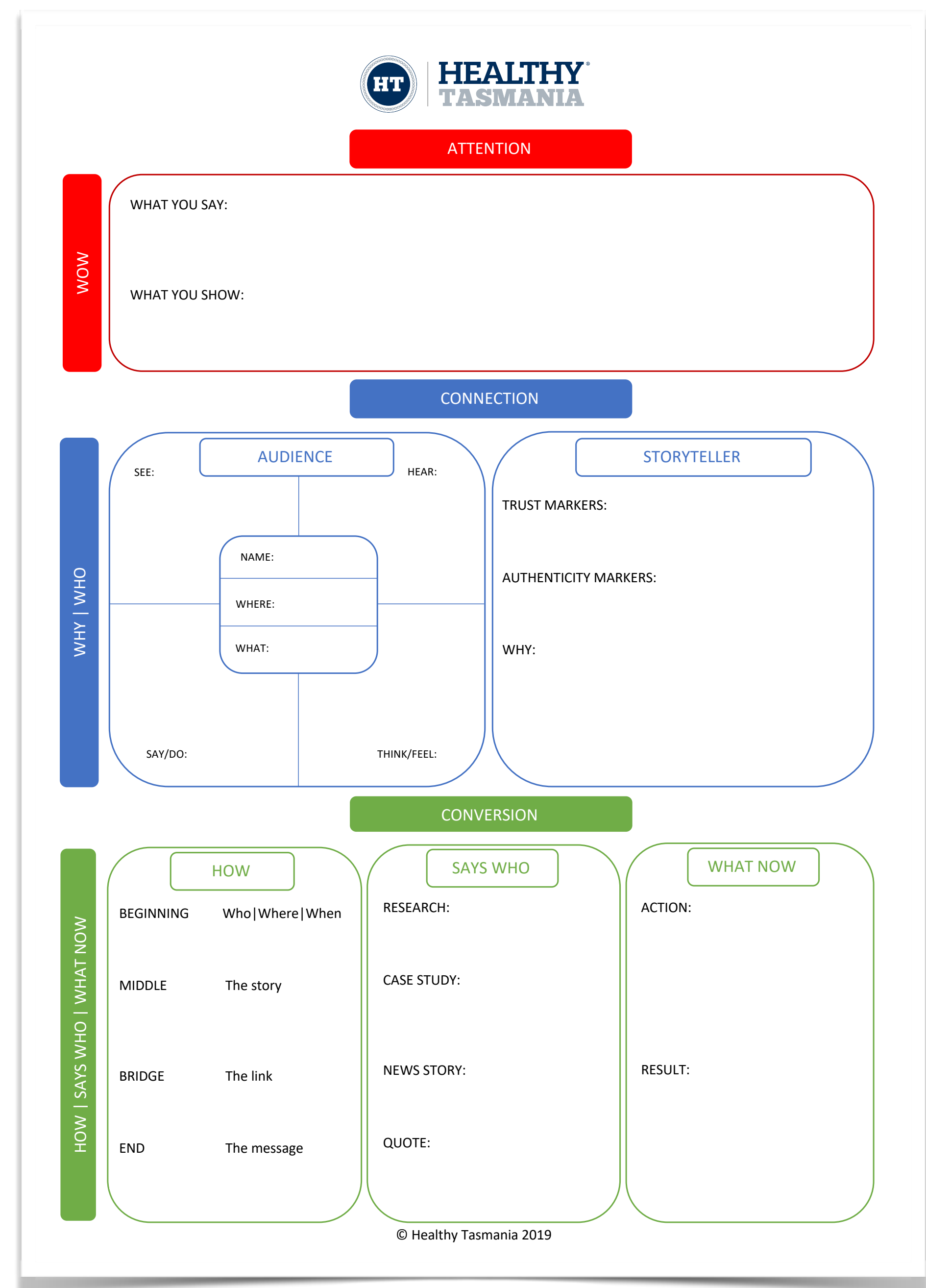
Stories make you, make sense.

FORM

“Persuasion is less about making people have a complete change of heart and more about finding common ground.

The most persuasive people convince us incrementally - not by trying to change us - but by reminding us of who we are.”

Bernadette Jiwa



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ATTENTION

WOW

WHAT YOU SAY:

WHAT YOU SHOW:

CONNECTION

WHY | WHO

AUDIENCE

SEE: HEAR:

NAME:

WHERE:

WHAT:

SAY/DO: THINK/FEEL:

STORYTELLER

TRUST MARKERS:

AUTHENTICITY MARKERS:

WHY:

CONVERSION

HOW | SAYS WHO | WHAT NOW

HOW

BEGINNING Who | Where | When

MIDDLE The story

BRIDGE The link

END The message

SAYS WHO

RESEARCH:

CASE STUDY:

NEWS STORY:

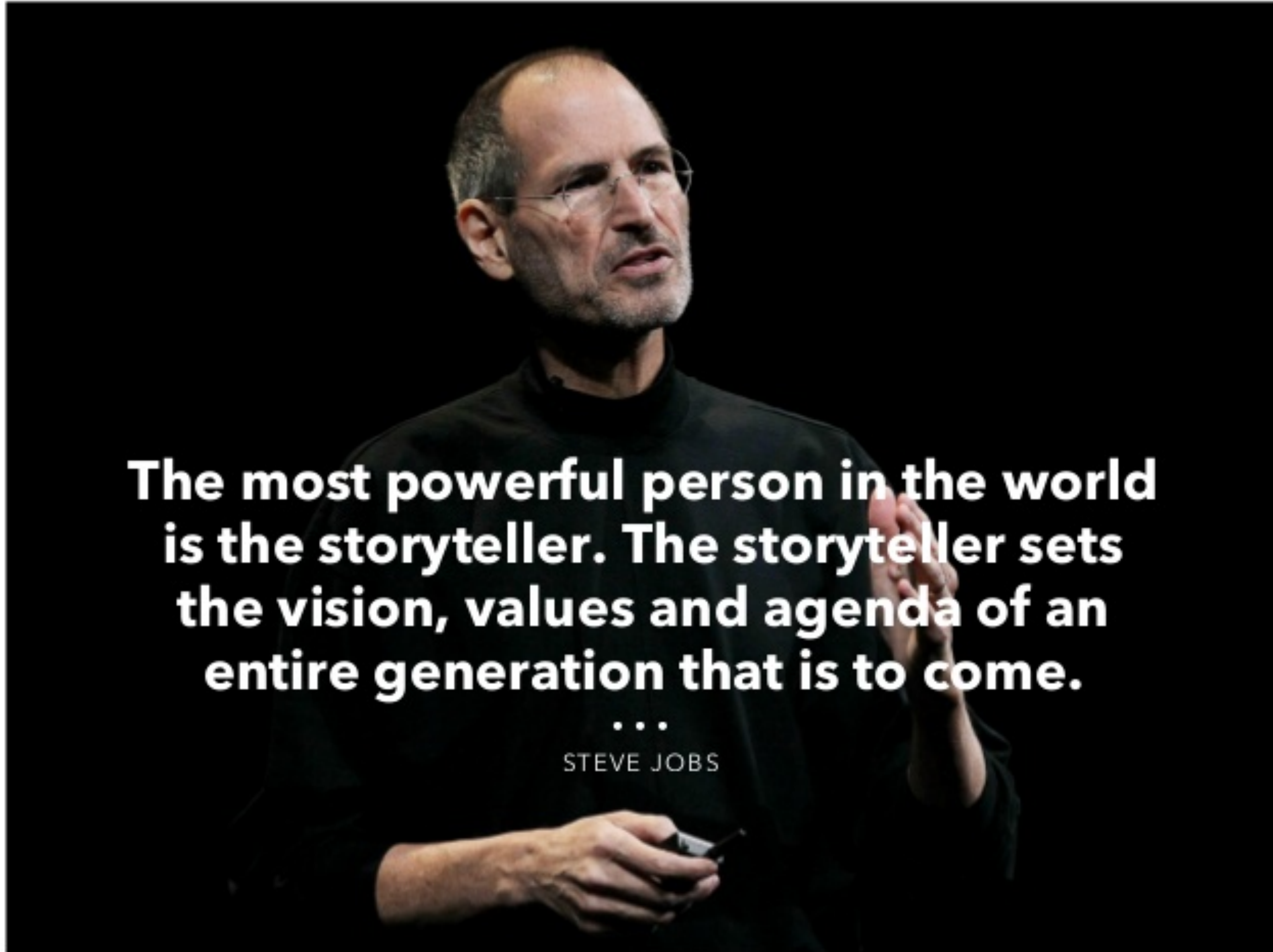
QUOTE:

WHAT NOW

ACTION:

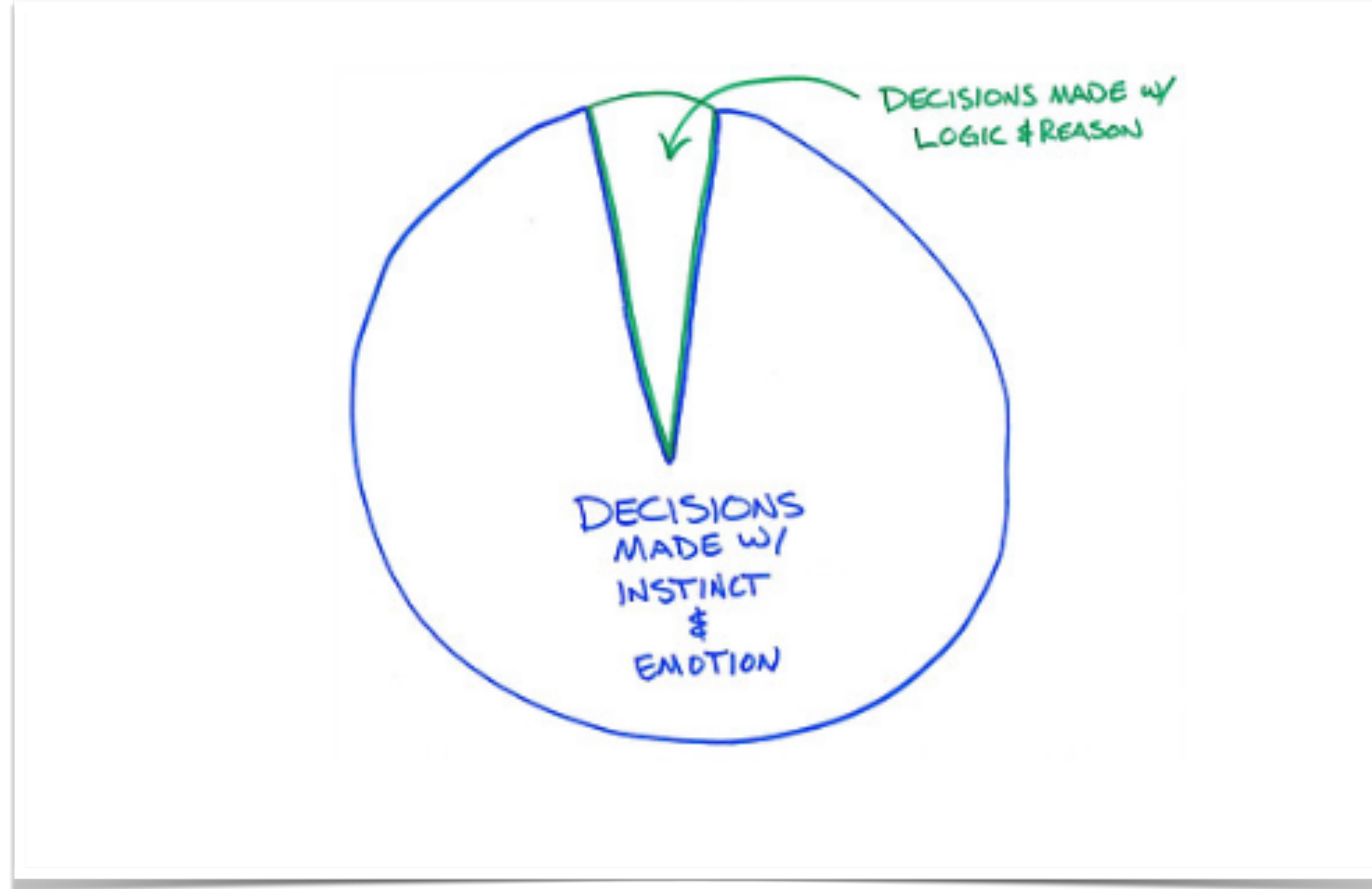
RESULT:

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Storytelling is a powerful means of fostering social cooperation and teaching social norms, and it pays valuable dividends to the storytellers themselves, improving their chances of being chosen as social partners, receiving community support and even having healthy offspring.

D. Smith, University College London. Nature Communications - December 2017





We are not thinking machines that feel; rather, we are feeling machines that think.

— Antonio Damasio —

AZ QUOTES

THE IDEA THAT WE'RE "WIRED FOR STORY" IS MORE THAN A CATCHY PHRASE. NEUROECONOMIST PAUL ZAK HAS FOUND THAT HEARING A STORY - A NARRATIVE WITH A BEGINNING, MIDDLE, AND END - CAUSES OUR BRAINS TO RELEASE CORTISOL AND OXYTOCIN. THESE CHEMICALS TRIGGER THE UNIQUELY HUMAN ABILITIES TO CONNECT, EMPATHIZE, AND MAKE MEANING. STORY IS LITERALLY IN OUR DNA.

~ AUTHOR: BRENE BROWN

QUOTESAYINGS.NET

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.

Source: London Speech workshop



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- A) Any money that you donate will go to Rokia, a seven-year-old girl who lives in Mali in Africa. Rokia is desperately poor and faces a threat of severe hunger, even starvation. Her life will be changed for the better as a result of your financial gift. With your support, and the support of other caring sponsors, Save the Children will work with Rokia's family and other members of the community to help feed and educate her, and provide her with basic medical care.
- B) Food shortages in Malawi are affecting more than three million children. In Zambia, severe rainfall deficits have resulted in a 42% drop in maize production from 2000. As a result, an estimated three million Zambians face hunger. Four million Angolans — one-third of the population — have been forced to flee their homes. More than 11 million people in Ethiopia need immediate food assistance.

Findings:

- People are most generous when asked to make a donation to an IDENTIFIABLE VICTIM in the absence of “rational” analytic thought.
- The more statistical information the citizens were given about the general plight of a group of people, the less generous they became.
- The researchers found that if organisations want to raise money for a charitable cause, it is far better to appeal to the heart than to the head.
- Feelings, not analytical thinking, drive donations.



Why don't we tell our stories?

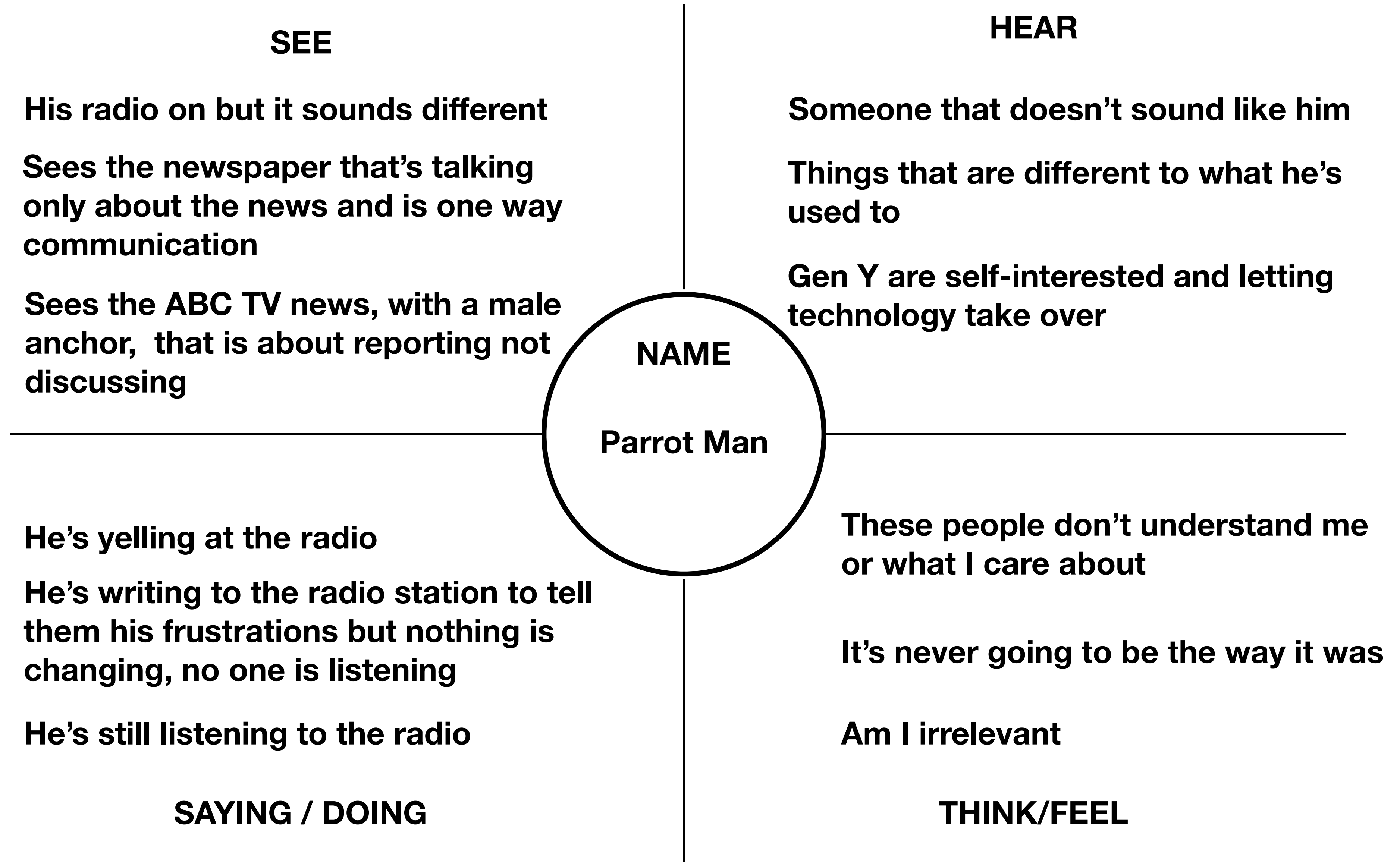
- 1. We're worried about what people will think**
- 2. We don't know what stories to tell.**
- 3. I'm not a good storyteller.**

‘I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel’

- *Maya Angelou*



EMPATHY MAP



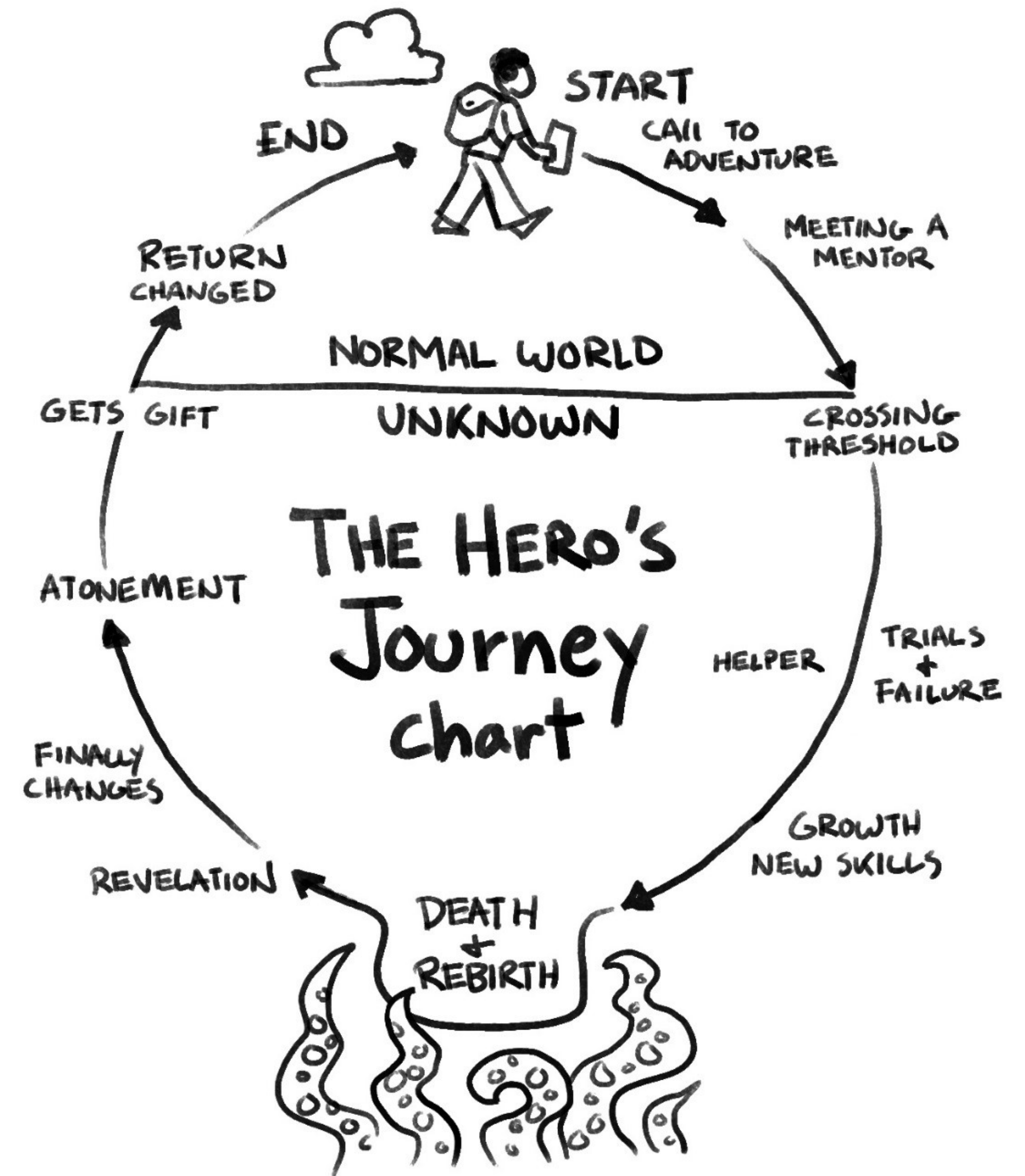
What is the Hero's Journey?

The Hero's Journey is a classic story structure that's shared by stories worldwide. Coined by academic Joseph Campbell in 1949, it refers to a wide-ranging category of tales in which a character ventures out to get what they need, faces conflict, and ultimately triumphs over adversity.

The Departure Act: the Hero leaves the Ordinary World.

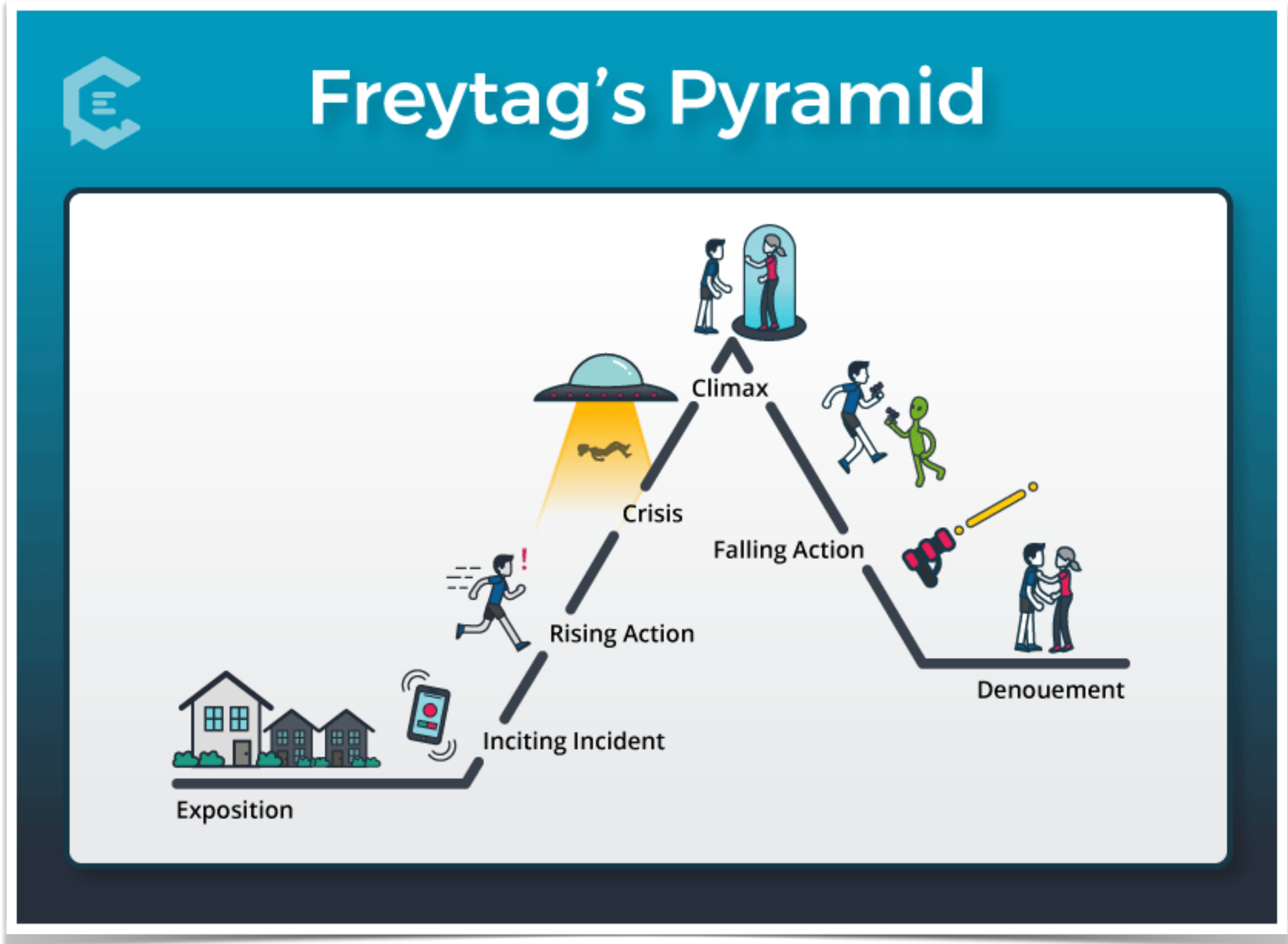
The Initiation Act: the Hero ventures into unknown territory and is birthed into a true champion through various trials and challenges.

The Return Act: the Hero returns in triumph.



What is the Dramatic Arc?

In 1893, German novelist and playwright Gustav Freytag, analysed Ancient Greek and Shakespearean drama to find out the most successful storytelling structure, which he called the dramatic story arc. It highlights seven parts he considered necessary to storytelling, ultimately moving the character (or situation) from one state to another.



“A story that is whole has a beginning, middle and an end. The beginning is the very thing which does not necessarily follow something else but after which something else naturally follows or happens. The end, in contrast, is the very thing that happens after something else either as a necessary result or, is most common companion, but after which nothing else occurs. A middle is that thing which comes after something else and has something follow it. It is necessary that a well-constructed tale does not begin or just end anywhere but will apply the conditions I have described.”

- Aristotle - sometime in 300BCish

BEGINNING : Who, When, Where



MIDDLE: Tell your story using concrete details that people can picture



BRIDGE: Make a linking statement. “The reason I’m telling you this is...” “What I learned from that was....”



END: Your message. Make it simple, clear and say what you mean.

‘Be yourself, everyone else is already taken’

–Oscar Wilde

Discover your authenticity markers.

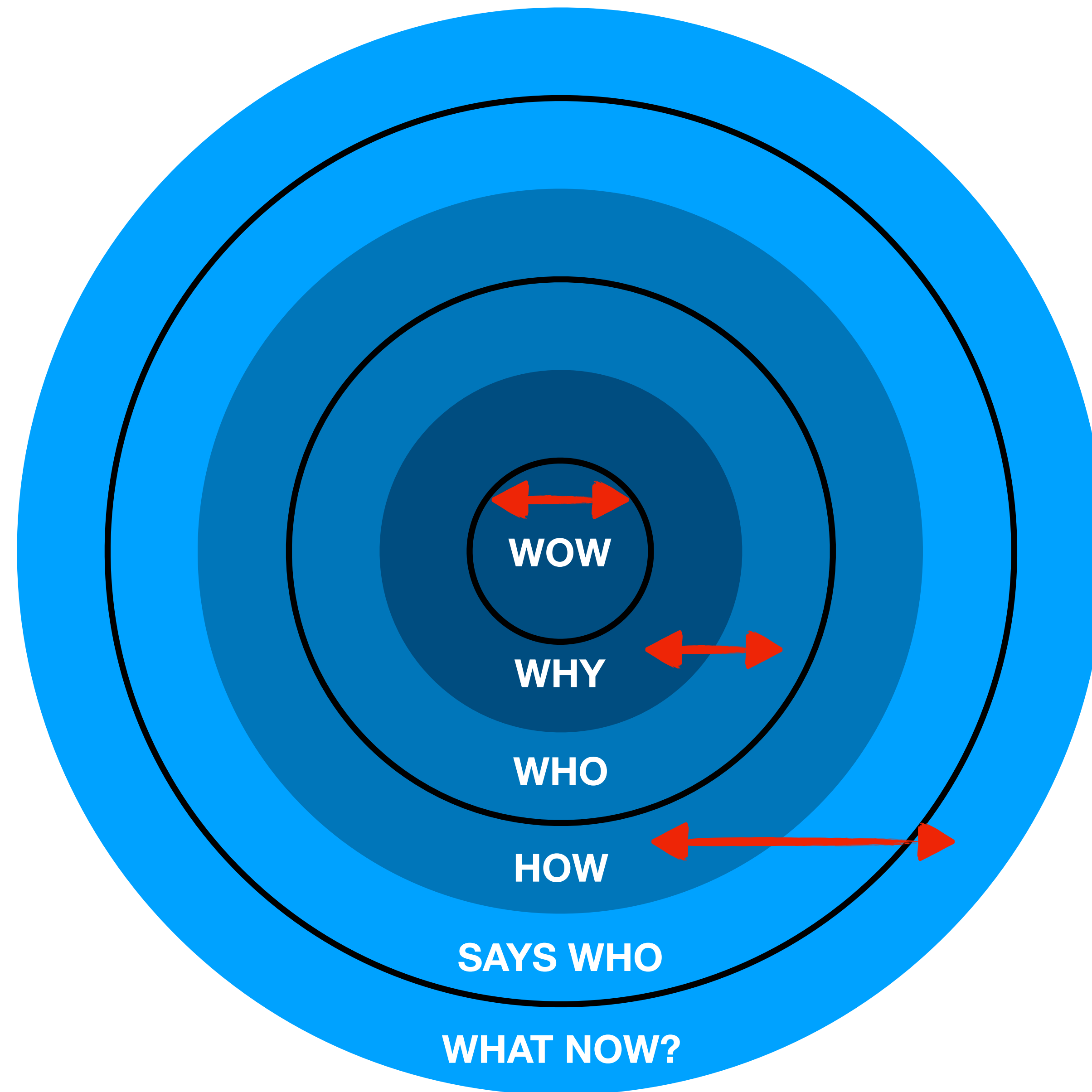
Your ability to be yourself means you need to understand how others see you, experience your thinking and how you make them feel.



ATTENTION

CONNECTION

CONVERSION



“We create as much information in two days now as we did from the dawn of man through 2003.”

**Eric Shmidt, CEO
Google, 2010**



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Adapted from Simon Simon Sinek -
The Golden Circle

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TIPS FOR ATTENTION

1. **SURPRISE THEM** - Kill predictability. The unexpected releases adrenalin which grabs attention, directs focus and help us remember and learn.
2. **REMOVE THE “SCAFFOLDING”** - Forget the boring pleasantries. Start with the hero.
3. **KEEP IT CONCRETE** - Use a story, use a prop, point to something, use your body to act something out, refer to a concept they already know about and understand, tell a story. Make sure everyone is on the same page before you go deeper.
4. **BE INTERACTIVE** - Get people involved. Studies show an interactive audience is more easily persuaded than a passive one. Use questions, ask them to do something, provoke a response.
5. **GET A LAUGH** - People trust funny people... only if it's appropriate. Humour creates a 'feel good' response and helps us trust, learn, work and engage.



TIPS FOR CONNECTION

- 1. START WITH WHY** - “People don’t buy what you do, they buy why you do it”. (Simon Sinek) It’s easier to get your audience onside with your values, than the detail.
- 2. CREATE TRUST** - Give them a reason to trust you. The first thing audiences want to know is if they can trust the storyteller.
- 3. BE YOU** - Reduce doubt, by showing who you are. Authentic people make others feel comfortable, safe and respected. Think of three things that will make your true self shine through.
- 4. LEAD WITH EMPATHY**- Understand them, don’t shame them. Show your audience you get them and what they’re dealing with. Yelling only makes you louder, not easier to hear.
- 5. USE A SIMILE** - Talk their language. The fastest way to make people care is to make a connection between something they don’t yet understand or care about with something they do.



TIPS FOR CONVERSION

1. **REAL EXAMPLES** - Tell them who you help. Identifiable victim stories affect our brain chemistry and alter our decision making abilities, making us more trusting and empathetic to the characters.
2. **STUDY** - Stories captivate, studies validate. Some need the facts to justify their decision.
3. **ACTION** - Give them a job. You've just got them on board, show them how they can help.
4. **KEEP IT SIMPLE** - It's easier for people to remember one thing. Give them a simple and profound statement to wrap up, then repeat it. Be a walking proverb.
5. **TELL THEM THE GOAL** - Anticipate and solve their problems. Tell them the story of the future they want to hear.





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RESEARCH: CASE STUDY: QUOTE:

WHAT NOW

ACTION:

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Stories make you, make sense.

STOP ONLY COUNTING COFFEES....

....START TELLING STORIES

It starts with YOU.



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