

STRATEGIC STORY TELLING

“We are, as a species, addicted to story. Even when the body goes to sleep, the mind stays up all night, telling itself stories.”

- Jonathon Gottshall

Successful stories have a set structure! These 5 steps will help you to tell engaging stories that will communicate strategic initiatives clearly and concisely.



1. WHY? WHAT IS OUR PURPOSE?

Why should we pay attention to this strategic narrative?
WIIFM?
WIIF other people?



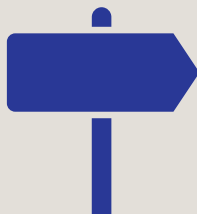
2. WHAT ARE THE THREATS?

Every good story has a villain!
What is motivating the transformation or journey?
What do we want? Is there a deeper problem to solve?



3. WHERE IS OUR DESTINATION?

What does the future look like?
What is the vision and transformation?
What might we learn?
How will we change along the way?



4. HOW WILL WE GET THERE?

This path that we will take that helps us avoid failure (the villain) so that we can achieve the vision.
What are the milestones? Stay out of the detail!



5. COMBINE YOUR STORY TO SUIT YOUR AUDIENCE

Use a combination of left-brain, right-brain, and personal stories to make it meaningful and relateable to your audience.