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PRESENT BETTER

Science of Storytelling

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**What would be a
successful outcome of
your meetings this
week?**

**Can stories help you
reach your goals faster?**

“Tell more of a story. . .”



Every presentation needs a narrative. Some require stories.

NARRATIVES give an explanation or describe a series of events.



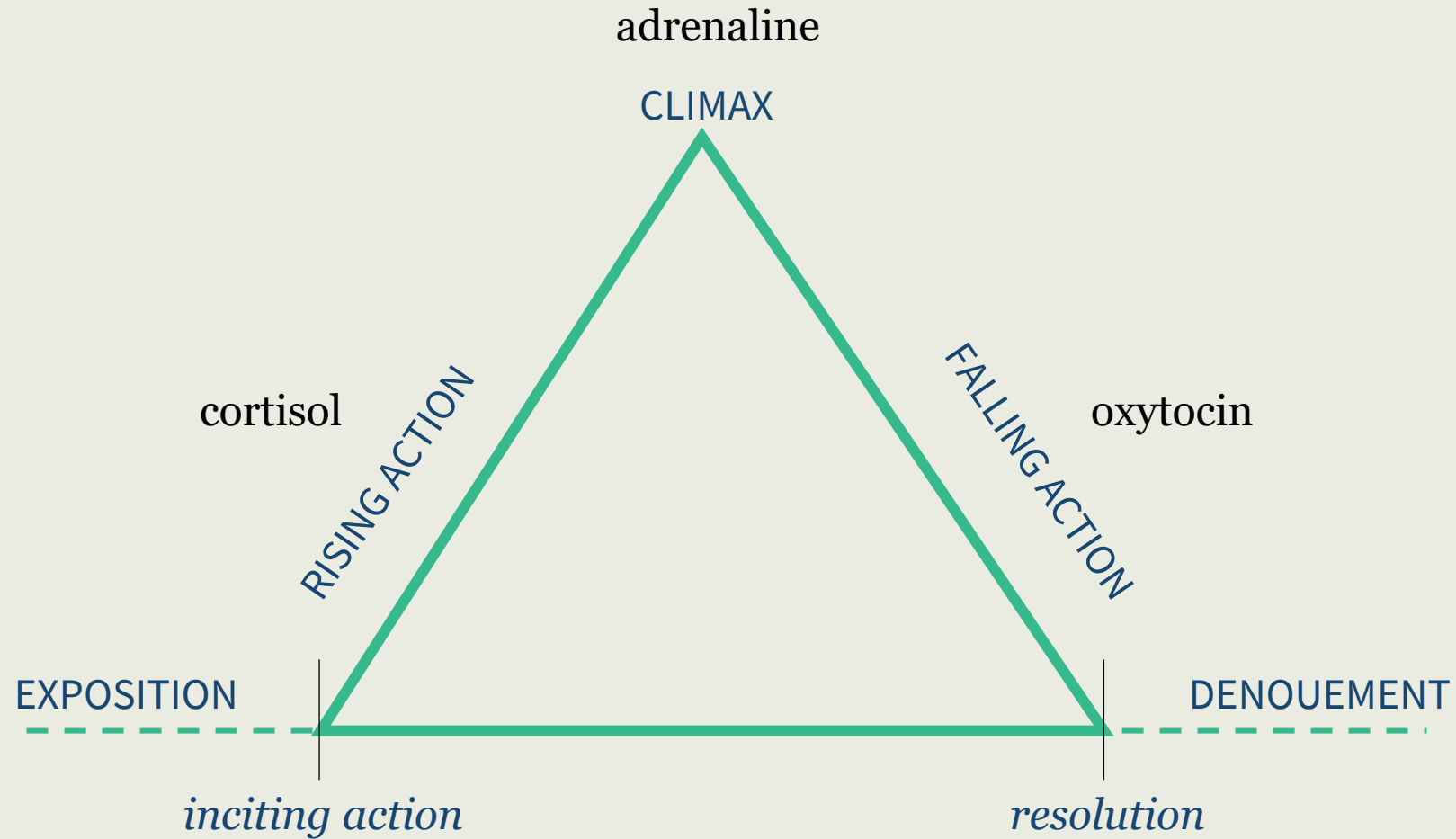
STORIES have a character who experiences conflict in pursuit of a goal.



A CHARACTER experiences CONFLICT in pursuit of a GOAL



As the hero experiences tension and relief, so does the audience





**Through narrative
transport, audiences take
on a character's emotions,
dismantling critical
thought**

Narratives encourage critical thought; Stories cultivate empathy and motivate

NARRATIVE

STORY

divergent thinking

Brainstorm ideas or
analyze options

convergent thinking

Persuade and inspire
to follow a specific call
to action



Know when to use NARRATIVES and STORIES

A narrative will help your audience:

- Make sense of facts and ideas
- Understand the context and urgency an issue
- Clarify their role (if any)



A story will help your audience:

- Remember
- Become more receptive to a new idea
- Get invested in the outcome and feel more compelled to act



Which approach seems more effective?

You need to find ways to collaborate with competitors . . .

When you step back and see what respective goals are, you find ways to collaborate . . .

A polar bear is standing on a large, melting ice floe in the Arctic ocean. The ice is white and textured, with a shadow cast by the bear. The water is a deep blue. The text is overlaid on the image in a white, serif font.

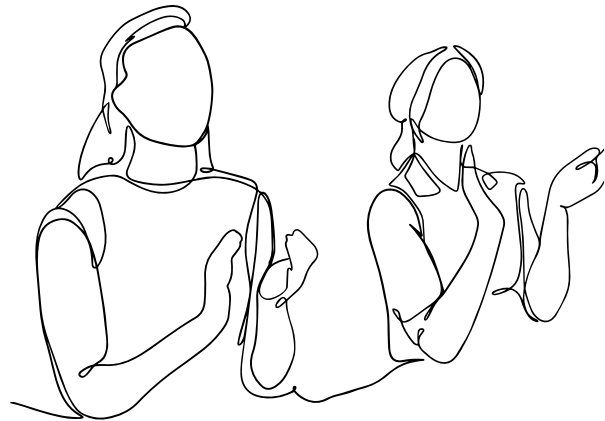
STORYTELLING vs. NARRATIVE
The CLIMATE CHANGE Experiment

Great stories make it easier for your audience to get to “yes”

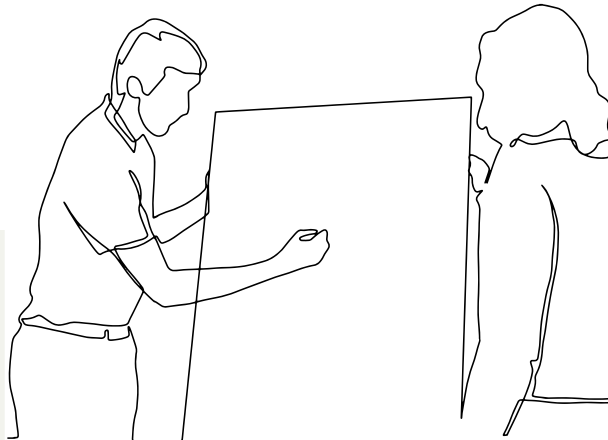
- Acknowledge trade-offs
- Lower risk
- Guide them to a proven pathway
- Show the potential
- Give them agency to act



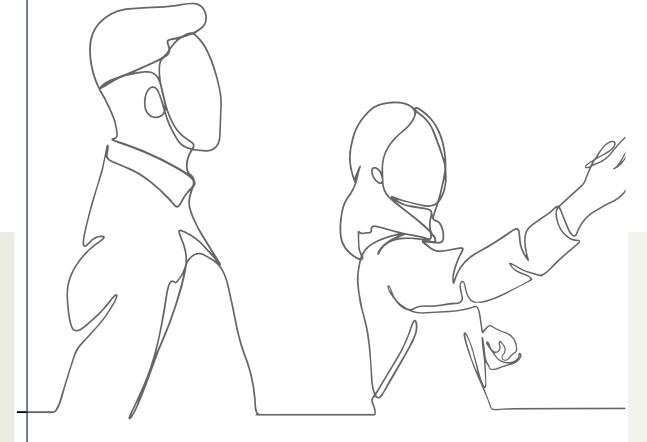
USE STORYTELLING TO:




**Build trust +
establish credibility**



**Prove the value of an
idea or policy**



**Change minds or
motivate audiences
to act**



**How to tell a story that
delivers results**

**GREAT
STORYTELLING AT
WORK**

FOCUS – what are you asking for?

EMPATHY – what will this require
of the audience?

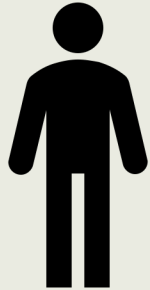
OBSERVATION – where else has
this happened?



Strategic Story Checklist:



What is your **GOAL**? What is the best, most realistic outcome from your meeting?



Who is the **PERSON** who can make that goal happen?



Describe the **CONFLICT** or **OBSTACLE** that they must overcome to make that goal happen?

What is your goal?



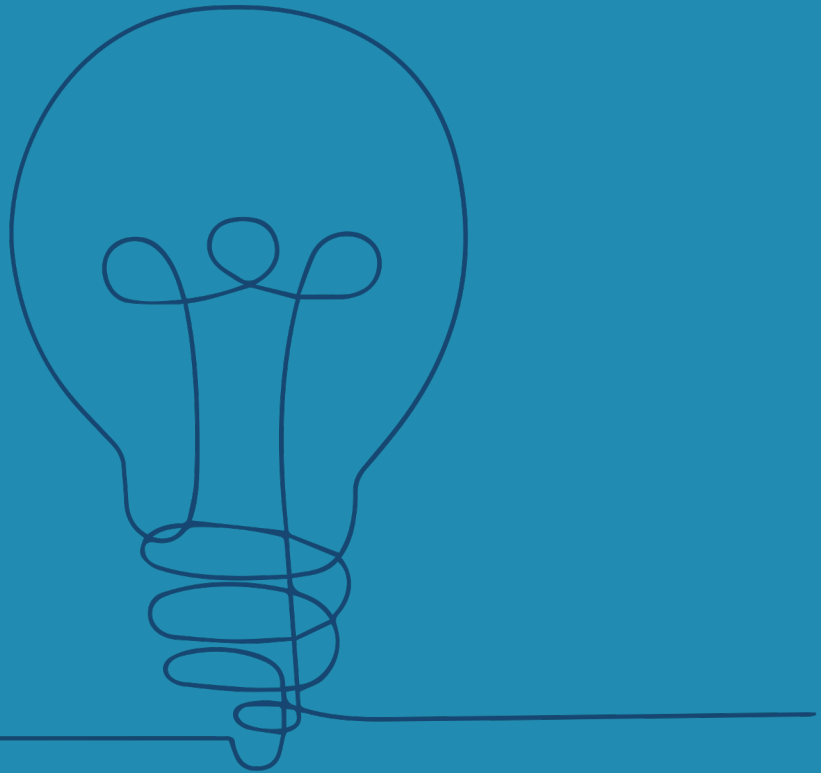
**FIND THE HERO OF
A STRATEGIC
STORY**

**Who can make that goal
possible? Or who do you
need to persuade?**



FOCUS

**What are you asking the
decision-maker to do?**



EMPATHY

What will saying “yes” require the decision-maker to do, prioritize or sacrifice?



OBSERVE

**Who else has made this kind
of trade off?**

**Said “yes” to a similar
request?**



HERO

**Base your story on a
HERO who faced SIMILAR
conflicts**



Story upgrades

STRUGGLE

Does the conflict or obstacle create a feeling of tension or stress?

SPECIFIC

Are you asking the hero to take specific actions?

SHARED
SUCCESS

Does everyone emerge a winner?

The STORYTELLING Tool makes it easier to draft, refine and share stories

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How to tell a story

Great storytelling persuades and inspires audiences to act.

WHY TELL A STORY Create a workplace story to support your goal. If you want to:

- Build trust and establish credibility - **Personal-Professional Story**
- Show the value of a product or service - **Beneficiary Story**
- Persuade decision-makers to change their mind and pursue a specific course of action - **Strategic Story**

FOLLOW A FRAMEWORK Stories generally follow a pattern: a character experiences a conflict, a goal, and a result. In workplace stories, emphasize the decision that the hero makes and the agency your audience has in defining their future reach their goals.

Introduce a **CHARACTER**, or **HERO** whom the audience will care about:

- In the personal-professional story, you are the character
- In the beneficiary story, the person whose problem has been solved is the character
- In the strategic story, the decision-maker is the character

Share the hero's **GOAL**.

Describe the **CONFLICT** they face in trying to reach that goal.

Reveal the **DECISION** the character made (and why).

Share whether the **RESULT**. Did the hero reach their goal? Were they better off?

OPERATIONALIZE

STEP 1: Answer prompts

STEP 2: Rehearse + refine

STEP 3: Tell your story

Find more resources at PorticoPR.us

BENEFICIARY STORY

If you need to Demonstrate the human impact of a concept or technology

so that audiences become invested in the person, and how they are affected by the concept

best for situations The more abstract the technology, policy or idea, the more important it is to show who benefits.

DESCRIBE THE CHARACTER - the person your product, service, or idea helps

Who are they?

SHARE THE GOAL What do they want to do?

DESCRIBE THE CONFLICT What problem do they face?

How can your product or service help them?

Does the hero face risk in using your product or service?

REVEAL THE DECISION What did they decide to do?

Why?

SHARE THE RESULT What happened right after they used your product or service? Longer term?

Was the hero better off for having made that choice?

What did the hero learn?

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PERSONAL-PROFESSIONAL STORY

If you need to Establish trust and credibility

so that audiences become more invested in you and your idea.

best for situations When you don't know the audience well, or if you're talking about a controversial topic

DESCRIBE THE CHARACTER - that's you!

What do you do?

Who does your work help?

SHARE YOUR GOAL Why do you do what you do?

EXPLAIN ANY CONFLICT - use any of the prompts, they are not sequential. Did you overcome challenges to pursue your career? Or to pursue a project / idea?

What do most people misunderstand about your work?

What is the most difficult part of your work?

SHARE YOUR DECISION How did you overcome challenges?

When did you realize that this is what you wanted to do?

REVEAL THE RESULT What do you enjoy most about your work?

What do value most about your work?

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STRATEGIC STORY

If you need to Persuade and motivate

so that audiences change their mind and ultimately pursue a defined course of action based on that new belief

best for situations when you know that the information you share goes against their beliefs, and/or when you ask them to take a defined course of action

The decision-makers in your audience relate to the hero of a strategic story. Both the hero and your audience are asked to think differently, invest time, money, and/or influence.

You have two pathways to create a strategic story, depending on whether anyone has said "yes" to your ask, or to a similar request. If you have an example you can draw on, go with option one. Tell the story of a hero who faces a goal, conflict and decision that parallels the experience of your audience.

If no one has ever said "yes" to the kind of request you are making, use option two. This is a choose-your-own-adventure story. The audience joins the story when the hero must make a decision.

OPTION ONE Base your story on a hero who has said "yes" to your request, or to a similar request. Ask colleagues for the backstory on case studies and other products or services; who were the characters and what conflicts did they overcome to reach their goal?

DESCRIBE THE CHARACTER Who are they?

What responsibilities do they have? What stakeholders do they answer to?

SHARE THE GOAL What do they want to do?

DESCRIBE THE CONFLICT What have they been asked to do?

How does this go against their beliefs? Does it spend their priorities?

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Rehearse & refine

Once you have drafts of each story, get them ready for prime time through practice and feedback.

START OFF STRONG Set the stage, introducing the character and the challenge they encounter. Which opening piques your interest?

"I'm going to tell you a story about Bob and how he managed some car trouble..." OR

"It's before dawn, and Bob has been up for an hour. It's wrapped the tie-off his windshield and is making his way to work when..."

USE VIVID DETAILS When you describe the character, place, and feelings, your audience creates a mental imprint that they will remember. Draw on specifics of how the character felt. The more immersed the audience is in the hero's tension, the more invested they are in what happens to the character's more invested they are in what happens to them.

MINUTES (OR LESS) a timer.

As a colleague, read their reactions as you speak to see when they're intrigued or disengaged. Feedback makes it easier to curate content - eliminating the extra and leaning in on compelling parts - by previewing what resonates.

Use your prep time with your REHEARSAL STUDIO.

your story

Use your story as a part of a presentation or in impromptu conversation. As with every presentation or communication - the more you focus on your audience, the easier it is to select the right angle for your motivation - what do you need the audience to feel, decide, do?

Use placement options for using it within the context of a presentation.

Rehearse Take them right into the room and practice your narrative. Insert it into your storyboard to underscore one of your messages. Wrap up your talk with the story to end on a powerful note.

Use all 3 types of stories while linking supporting facts and data.

Use your storytelling skills to persuade, inspire and move forward.

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How to tell a **GREAT** story

REHEARSE + REFINE

Practice aloud

Include vivid
details

Get feedback

Use a timer



STORYTELLING TOOL



STAY CONNECTED



TAKE A SURVEY



ORDER THE BOOK



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Thank you