The Power of Effective Storytelling

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What is storytelling?

Why it matters now?

Your storytelling strategy....
What is storytelling?

Why it matters now

Your storytelling strategy….
Storytelling:
Fact + Experience
Framed to Connect With Your Audience
Storytelling: Fact + Experience Framed to Connect With Your Audience
What is “Experience.....” examples

• “It started with my first chemistry set, a birthday gift from my parents, since then I have never stopped learning about how science shapes us.”

• “Losing my glasses on a European holiday – that’s how it started – I knew there needed to be an easier, cheaper way to create prescription glasses.”
  • (Warby Parker)

Where: Meetings, interviews, Presentations, Pitches, Proposals...
Interview example of using a story?

STAR “Method”
(in response to “Tell Me About Yourself”):

• Situation: What is the story you want to tell?
  • Ambition
  • Resilience
  • Lessons learned

• Task: What was your role in the situation?
  • Hero?

• Action: How did you apply your own skills to the situation?

• Result: What outcome did your actions achieve
What is storytelling?

Why it matters now?

Your storytelling strategy…. 
Storytelling, everywhere?

Data Visualization

Marketing

Podcasts, Film, Media

Fundraising

Personal Branding
Storytelling & Leadership

STORIES AS A MENTAL MAP
(KOUZES AND POSNER, 2012)

MOTIVATE, INSPIRE, TRUST BUILDING
(AUVINEN, AALTIO, AND BLOMqvist, 2013)

HELP NAVIGATE CHANGE
(BOAL & SCULTZ, 2007; GILL 2011)

CREATING SHARED VISION, COMFORT & HOPE
(BOLMAN & DEAL, 2013)

SHARE ORGANIZATIONAL TRADITIONS, TRAIN, MENTOR AND COACH EMPLOYEES
Leadership Context

Storytelling Can Change:

- Feeling: Calling on connection
- Thinking: Capture & hold our interest
- Action: Compel action, shift mindsets
WHY STORY-TELLING?

Public narrative is a way of translating values into the motivation for action.

It is one of a triad of leadership skills engaging the head [strategy], the hand [action], and the heart [narrative].

1 Quote from Marshall Ganz, cited on “Story telling & Social Change” (2013), by Paul VanDeCarr, Working Narratives.org

Graphic by Maria Cruz, Learning & Evaluation team, Wikimedia Foundation.
Workplace stories?

• Who we are….
  • “Worst flight/job/day/week ever!”

• Why we are here…
  • “I just need to get through this day/meeting/week.”

• About vision….
  • “Wow, can’t wait for the weekend, vacation, retirement….”
BEFORE WE TALK
STRATEGY
QUESTIONS?
What is storytelling?
Why it matters now?
Your storytelling strategy...
## Storytelling Strategy Step 1

<table>
<thead>
<tr>
<th>Context?</th>
<th>Goal?</th>
<th>Audience?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interview, elevator pitch,</td>
<td>Showcase my skills</td>
<td>What will matter to them?</td>
</tr>
<tr>
<td>presentation, web content, family</td>
<td>Talk about lessons learned, resilience</td>
<td>How will you connect with the audience?</td>
</tr>
<tr>
<td>dinner?</td>
<td>Pitch an idea</td>
<td>Vulnerability, learning, who you are, what you have learned?</td>
</tr>
<tr>
<td>Live audience, big crowd, 1 person,</td>
<td>Share why I had the best vacation ever</td>
<td></td>
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<tr>
<td>10 people?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td></td>
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</tr>
</tbody>
</table>
# Storytelling Strategy Step 2

<table>
<thead>
<tr>
<th><strong>Compose</strong></th>
<th><strong>Audience &amp; Goal</strong></th>
<th><strong>Let Go</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation, pitch, story, response to interview question</td>
<td>What do they need – the essentials to hear your point?</td>
<td>Edit</td>
</tr>
<tr>
<td>Bullet points or more detailed</td>
<td>How are you connecting with them?</td>
<td>- Too much detail?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Show, don’t tell</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Distill to the essentials for impact</td>
</tr>
</tbody>
</table>
5 tips on the art of storytelling in business

1. Uncover your stories
   - Look at day-to-day events you take for granted
   - Draw on real-life examples

2. Get your company values across
   - Work out how you are least like the competition and tell that story

3. Make them colourful
   - Have a beginning, middle and end
   - Provoke an emotional reaction
   - Appeal to people’s lifestyles, problems, interests & needs

4. Use the appropriate format
   - Don’t just use words
   - Make content digestible whatever the format
   - Make stories shareable

5. Leave people wanting more...
   - Give people a reason to come back
   - Consider teasers
   - Give them more content when they return

Uncover stories
Share values
Be engaging
Format
Create curiosity
Communication & Storytelling Pitfalls?

• You know too much
• Not everything matters to the audience
• The way you experienced something is not necessarily how they need to hear it….
• Too many facts, too much experience?
• More connection, less convincing
Recap

What is storytelling?
Fact + Experience Reframed For An Audience

Why it matters now?
Connecting with Your Audience - Memorable & Sticks….

Your storytelling strategy….
Audience, Context, Goal
Compose, Revisit Audience/Goal, EDIT – LET GO

Practice – you have more than one story….
QUESTIONS?
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JOIN THE CONVERSATION

/John Molson Executive Centre
/John Molson Executive Centre

CONCORDIA.CA/JMEC
Why we tell stories

To teach

To inspire

To learn

To share information

To connect

To make things stick
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.
Examples of Visual Storytelling
"I'm a big believer in planned giving as a wonderful opportunity to give back. It's a means of allocating funds to the causes you care about beyond your lifetime."

- Christine Jarecki, Jr. TD, President and Chief Executive Officer, Jarecki Financial Inc.

**YOUR GIFT**

**YOUR LEGACY**

**YOUR PLAN**

A planned gift can help fulfill your financial, philanthropic, and estate-planning goals. Concordia's Planned Giving staff can meet your unique financial needs.

To learn more about planned giving, visit the website at concordia.org/plannedgiving

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If this **bucket** represents all the world's water

then this **cup** represents the amount of potential fresh water

however, just **one teaspoon** of that is available for us to use, via lakes, rivers and underwater reservoirs as groundwater

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Beneath the Surface: the State of the World's Water 2019

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Data Visualization

- Google trends videos
- Examples of Storytelling & Data Visualization