



TRAINING FROM THE EXPERTS

STORYTELLING FOR IMPACT

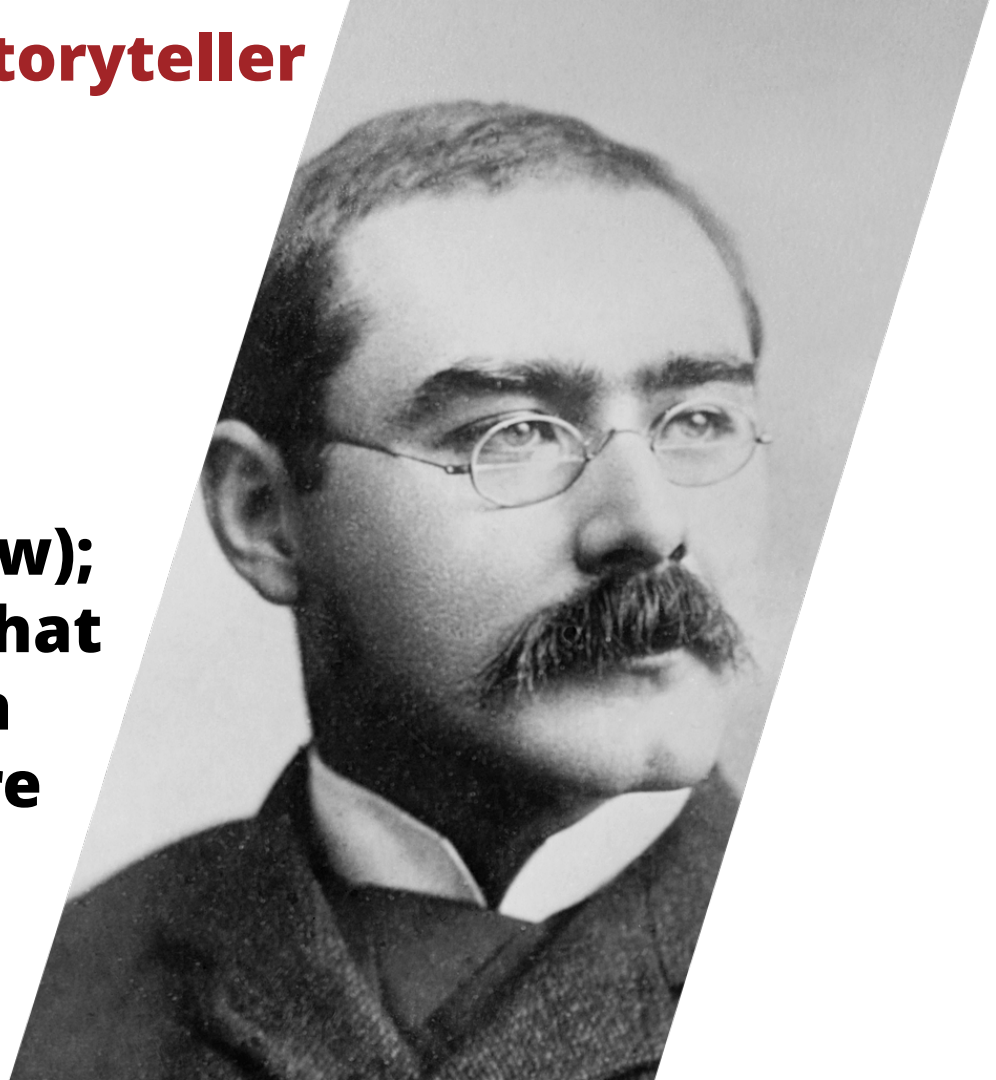
EUIPO



Rudyard Kipling - Storyteller

“

**I keep six honest
serving-men (They
taught me all I knew);
Their names are What
and Why and When
And How and Where
and Who.**



Why tell stories?

To create a connection and build trust

To give an insight into who you are

To show your organization's human face

To level the playing field

To make your message more memorable



Why tell stories?

To position as a credible manager

To explain decisions through relatable examples

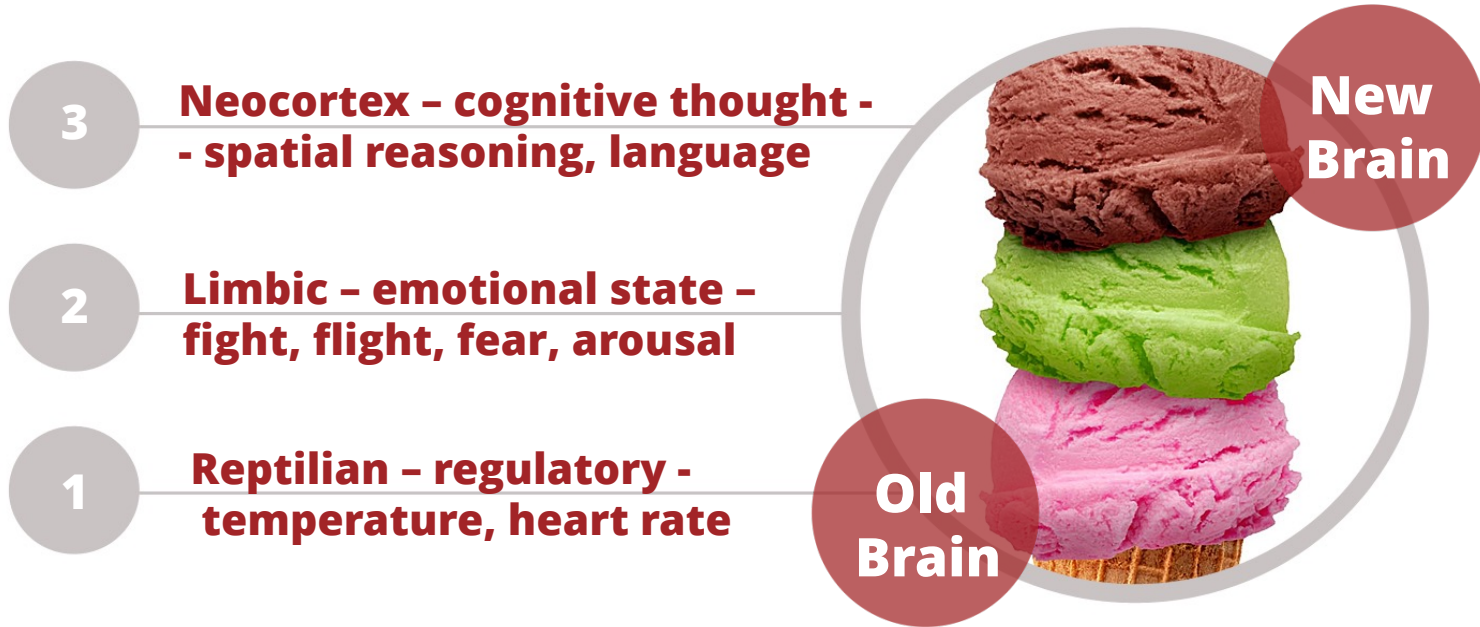
To help convince through use of emotions

To help understanding of numbers/data

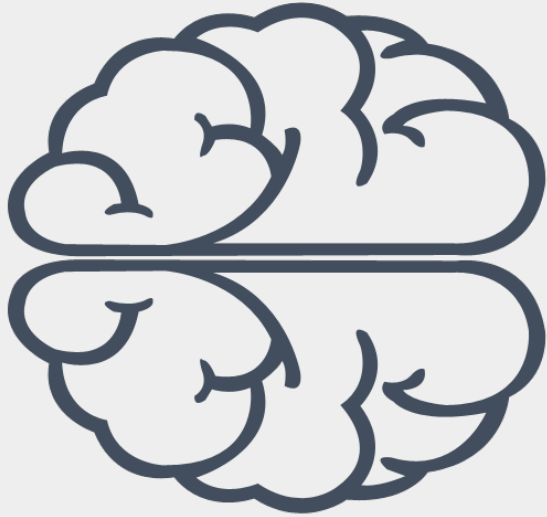
To make sense of complexity



Our brains are hardwired to listen and to tell stories



The limbic brain is the storyteller's friend



A great story releases a rush of chemicals like cortisol (attention), oxytocin (empathy) and dopamine (pleasure) so that the audience experiences the same emotions as the storyteller.

Build a personal library of stories



What sort of stories?

- Tell who I am
- Tell who we are
- Teach a lesson
- Motivate change
- Change the frame



Where can you tell stories?

Team meetings

Town hall meetings

Conferences/events

Media interviews

Job interviews





What questions do you have?

Authentic storytellers follow Aristotle's advice



Ethos
Pathos
Logos

How do you tell a story?

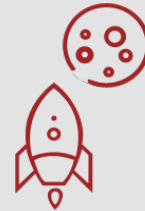
What are the key ingredients?



Context



Action



Result

And,
don't forget
to add the
moral of the
story - the
Learning

Storytelling techniques

Relive the moment

Provide sensory detail

Use the present tense

Use “bullet phrases”

Metaphor and analogy



Storytelling in your context (video to come)

[https://www.tiktok.com/@spinner_chl2/video/6972083288110320901?lang=en&is_copy_url=1&is from webapp=v1](https://www.tiktok.com/@spinner_chl2/video/6972083288110320901?lang=en&is_copy_url=1&is_from_webapp=v1)

Build a personal library of stories



Be bold, vocal and visible – tell your story!





Training Details

Claire Doole

Chemin Moïse Duboule 39
CH.1209 Geneva Switzerland
M: +41763364342
T: +41227232046

claire@doolecommunications.com
www.doolecommunications.com
Skype: Cdoole