

Business Storytelling Tip Card Sheet

BUSINESS STORYTELLING



Myths of Storytelling

1. "I can't tell stories"
Everyone learns to tell stories by the time they are five years old. We all have this ability
2. I must learn a formula
To tell business stories you only need two things:

Point and Example

Variations of Business Storytelling

1. Vignette – simple and succinct
2. Anecdote – more details
3. Traditional Story – elaborate



What Elements Make a Story Elaborate?

- Characters (person, company?)
- Challenge
- Place/Time
- Details
- Dialogue

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Brainstorming Tool for Finding Stories

Step # 1 – Identify point you want to make

Example: A diverse workforce is good for our company

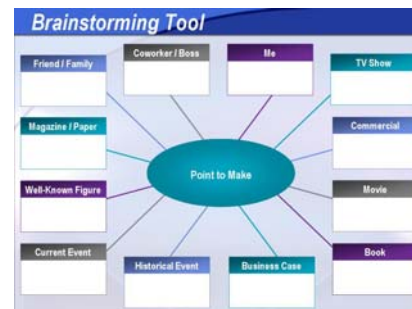
Step # 2 – Note what would be a positive and a negative example.

Positive Example: Diversity makes an organization stronger

Negative Example: If everyone was similar, the organization becomes weaker.

Step # 3 – Brainstorm in 12 categories for possible stories.

Example: TV Show – All in the Family with Archie Bunker is a "negative" example



TV Show	Commercial
Movie	Book
Business Case	Historical Event
Current Event	Well Known Figure
Magazine/Paper	Friend/Family
Coworker/Boss	Me (Your stories)

Make Your Story Stick With:

- Humor
- Something unusual/unexpected
- Visual elements
- Problem/Issue with resolution
- Plus the engaging elements of:
 - Character
 - Place/Time
 - Details & Dialogue

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