

# 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

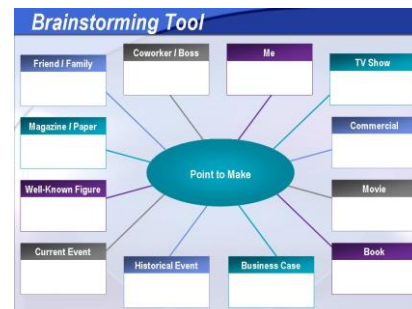
**Step # 2** – Note what would be a positive and a negative example.

*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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