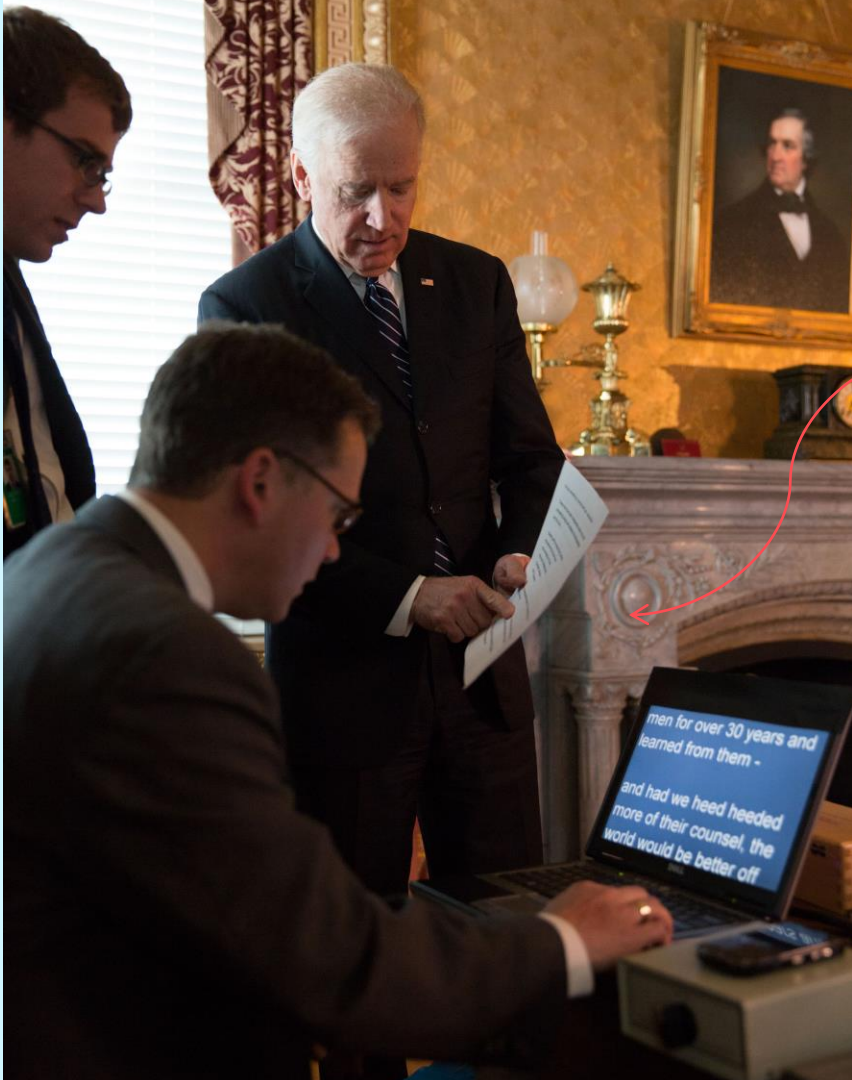


Your Story *Is* Your Strategy:

How to capture attention
and inspire action

Michael Flynn

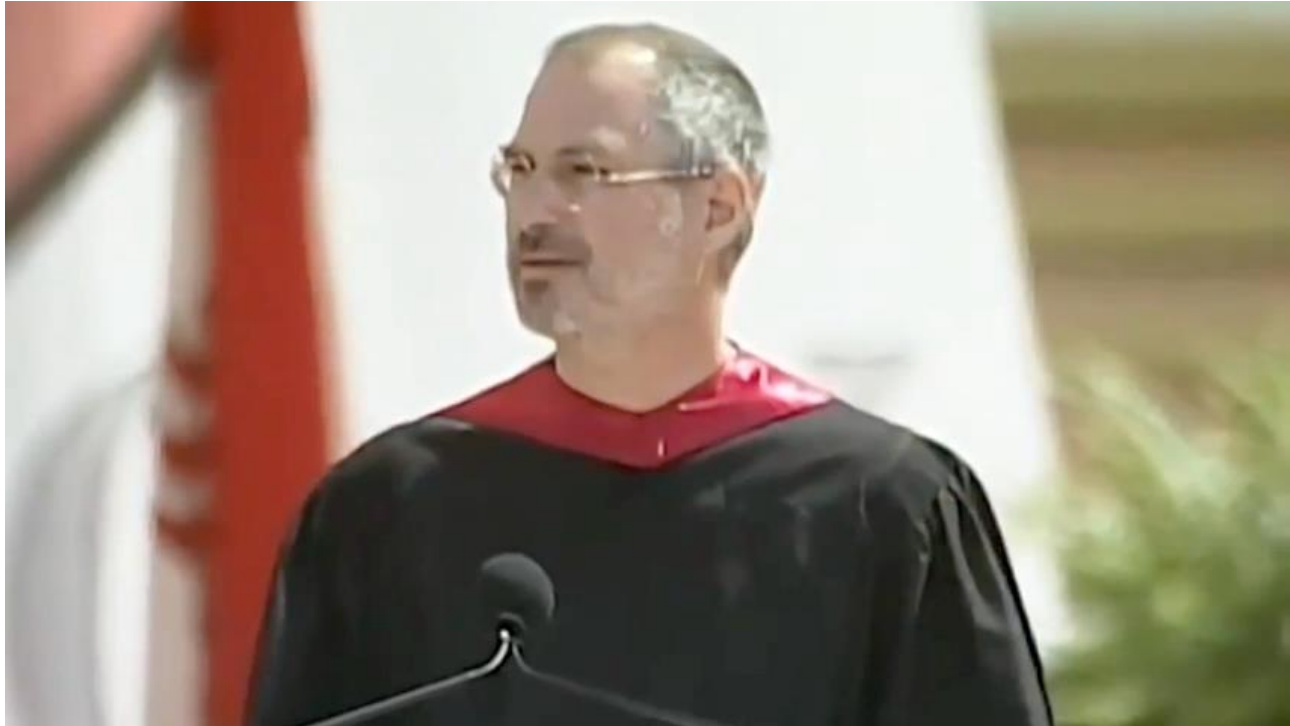
West Wing Writers



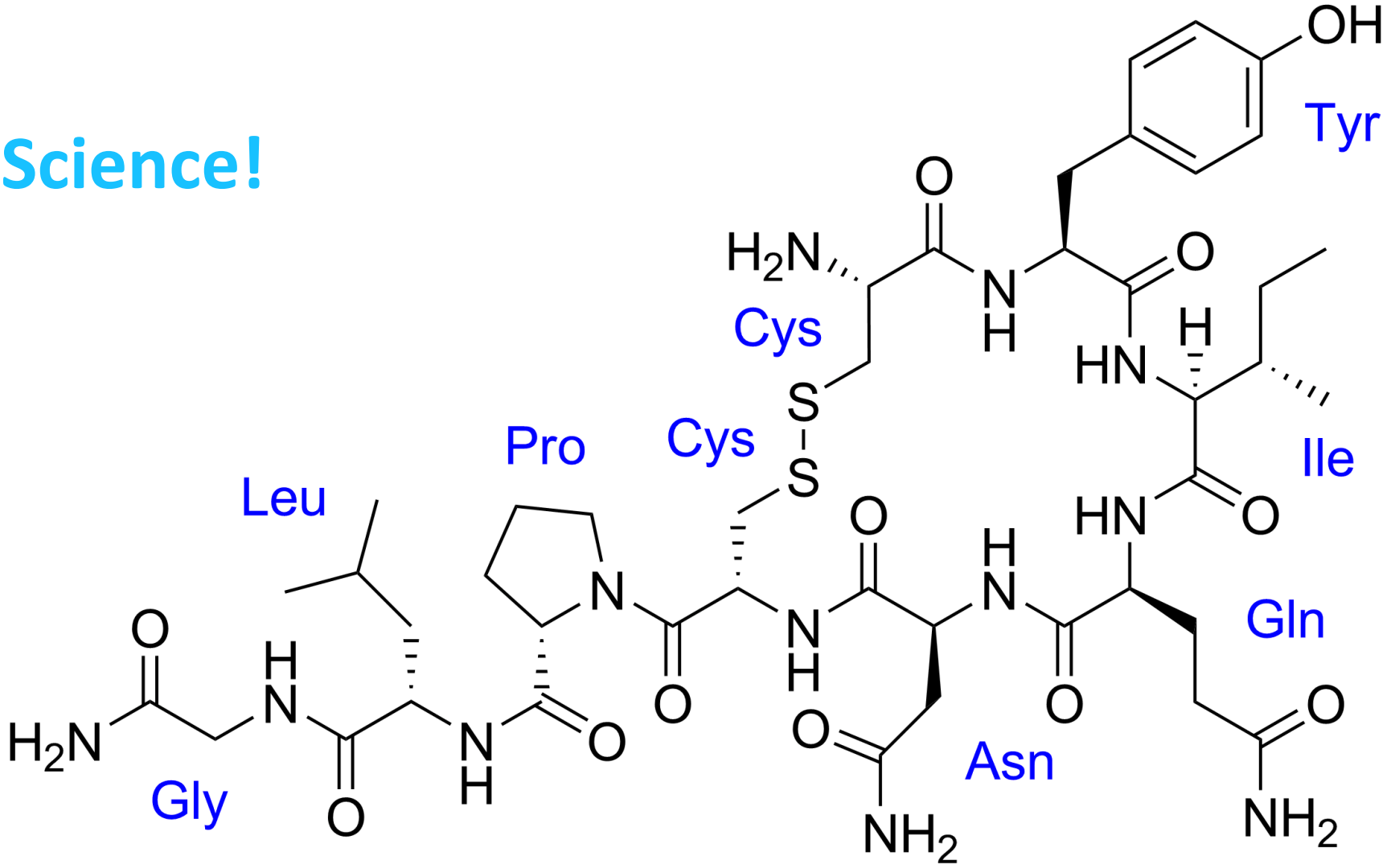
Last Minute Edits

men for over 30 years and
learned from them -
and had we heed heeded
more of their counsel, the
world would be better off

Why Do Stories Matter?



Science!

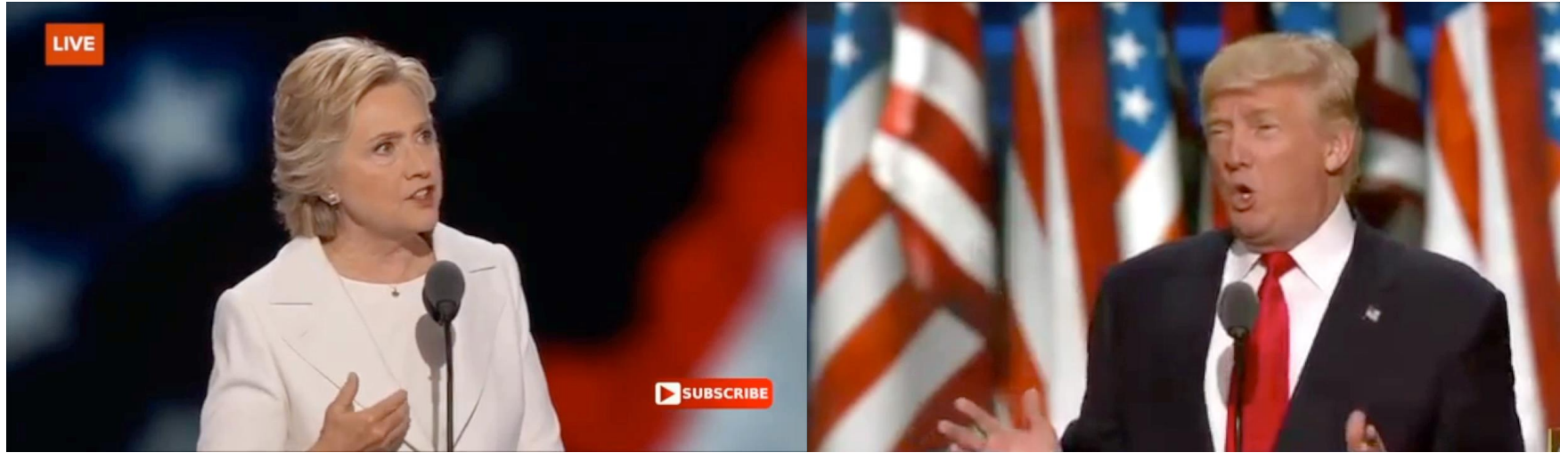


Stories Stick:

In the average one minute speech...

- Typical speaker uses **2.5** statistics; **1 in 10** tells a story
- **63%** of listeners remember the story; only **5%** remember any single statistic

Why Do Stories Matter?



Why Do Stories Matter?



The Four Rules of Storytelling

- Be concrete
- Be unexpected
- Be yourself
- Be human

Be Concrete

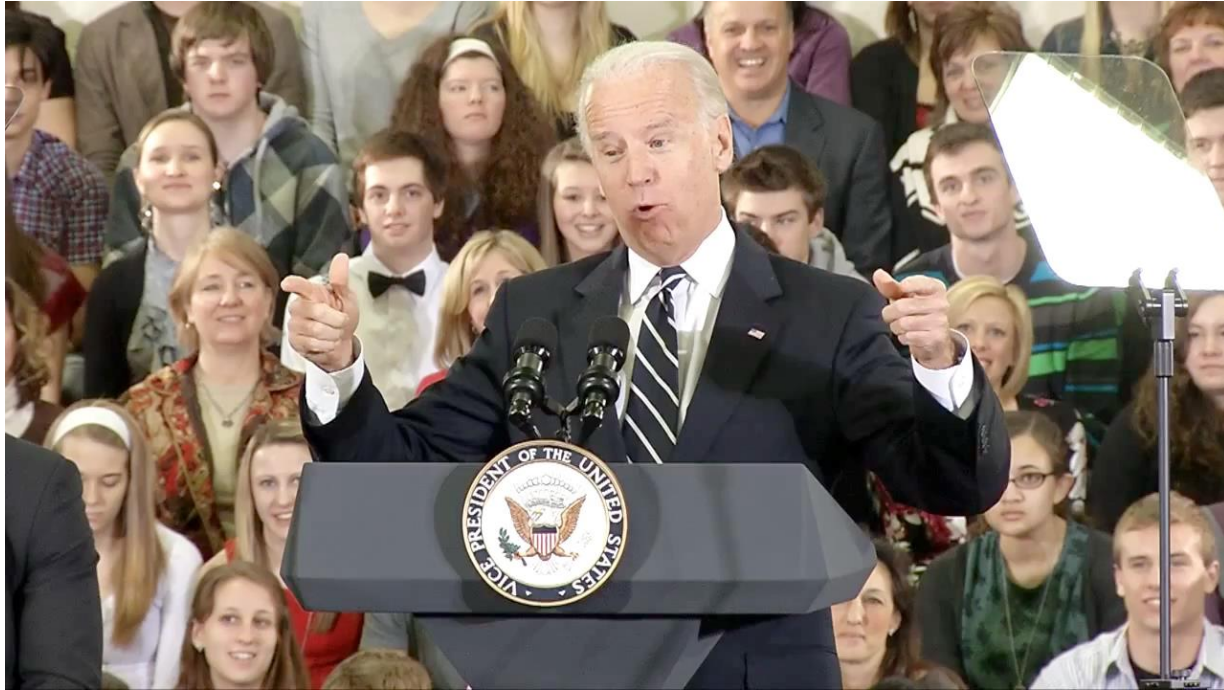


Key Concrete Questions

- How did you get into this line of work?
- Best/worst day on the job?
- Memorable interaction with a customer or employee?
- Most important lesson learned so far?
- Where did the idea for this product/program come from?
- Funny moments on the job?
- Tell me about a colleague/employee who makes you proud.

Can you
give me an
example?

Be Yourself



Be Human

Food shortages in Malawi are affecting more than three million children.

In Zambia, severe rainfall deficits have resulted in a 42% drop in maize production from 2000. As a result, an estimated three million Zambians face hunger. Four million Angolans — one-third of the population — have been forced to flee their homes. More than 11 million people in Ethiopia need immediate food assistance.

Be Human

**Any money that you donate will go to Rokia,
a seven-year-old girl who lives in Mali in Africa.**

Rokia is desperately poor and faces a threat of severe hunger, even starvation. Her life will be changed for the better as a result of your financial gift. With your support, and the support of other caring sponsors, Save the Children will work with Rokia's family and other members of the community to help feed and educate her, and provide her with basic medical care.

Emphasize Benefits Over Features

- Every innovation has a person at the end of it
- Find that person and talk about her



Wrapping a Message in a Story

Find the Right Bridge

Story:

Message:

BRIDGE:



The Bad Bridge: Arrested Development



The Bad Bridge: Arrested Development

Story:

Man gets hit by a car and
loses a limb.

Message:

Always leave a note.

Bridge:

If you left a note, I would
have seen him coming.

Questions to ask about your story...

- What did this story teach me?
- What does this story say about me and my organization?
- What does it say about the world around us?

Question to ask about your message...

- How do the themes of my story help illustrate my message?

The Artful Bridge: Sheryl Sandberg



The Artful Bridge: Sheryl Sandberg

Story:

My coworkers
misunderstood when I
banned PowerPoint.

Message:

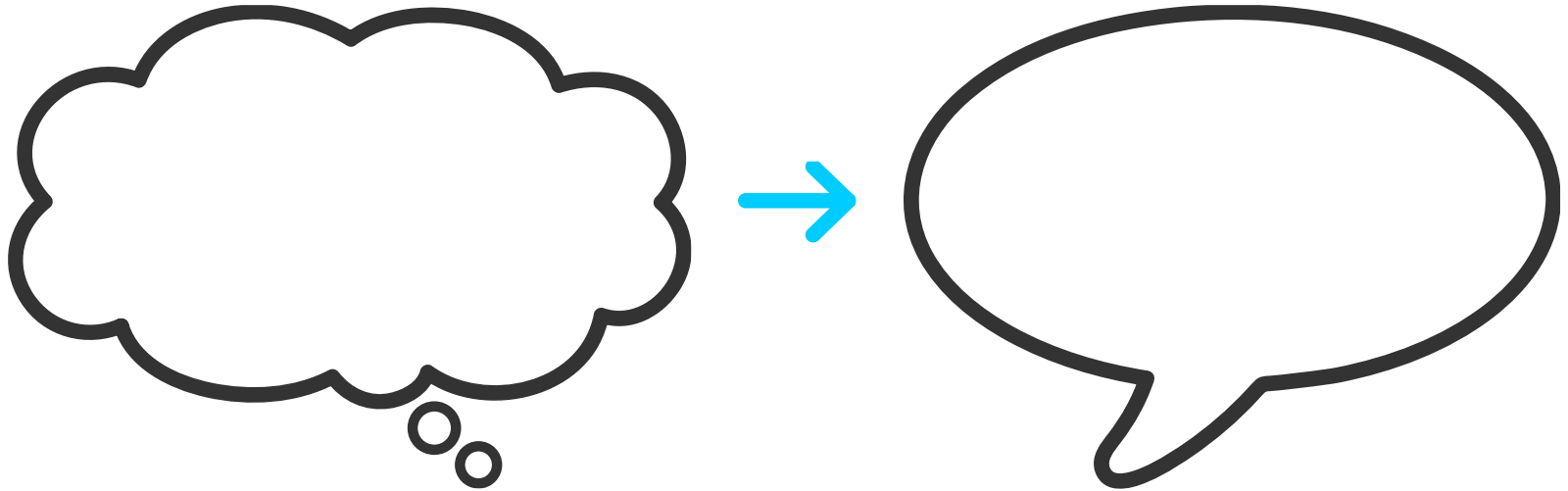
Leaders need to work extra
hard to encourage feedback.

BRIDGE:

I realized that people were
afraid to disagree with me.

The Artful Bridge: Sara Blakely





Michael Flynn
West Wing Writers