

Bonus Lesson 11: Corporate Storytelling

Everyone loves a good story. Business success stories, corporate history, corporate relationships, and corporate culture stories help us gain perspective and develop our personal identities within our company. Stories of others who have put their values in action or who have taken risks can motivate us to try our own adventures. Stories about people living out their values can teach us how to put our values into action, too. Audiences will remember stories that touch their emotions. If you can add emotion to the story in a way that touches the audience, it can add to the impact of the message. Remember that the higher the impact the higher the attention, which also means higher retention.

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

- Maya Angelou, American Poet and Actress

Stories can be found everywhere. When you think of it, your life and the lives of those around you is a story. Be observant and capture the moments, write them down, then use them to enhance your communication. This chart shows where you may find your best story. From fictional (“the caterpillar said...”) to historical (“during WWII, our troops were stranded on the beaches...”) to other people (“my cousin Vinney had the most unusual...”). These are all good story sources, but nothing is as good as your own story. Personal stories are always intriguing and lend authenticity to your message.

What are the elements of story structure?



MESSAGE BUILDER

Stories follow several types of models but most will contain four key elements that give the story a body and structure:

1. CHARACTERS introduced to the audience
2. Rising ACTION
3. STRUGGLE or obstacle to overcome
4. RESOLUTION/Denouement/Catastrophe



My Story



Other People



Historical



Fiction

Follow the link and read an excellent example of using a Historical story to teach an important business competency!

<http://www.ispeak.com/detail-details-details>

Ask yourself two questions before incorporating a story:

- Will a story help you achieve the purpose for the presentation?
- What does your audience expect and want?

If you're audience is like us, they will want an excellent story!

