

A practical guide for the workplace,
the marketplace, and everyday life

UNLEASH THE POWER OF STORYTELLING

WIN HEARTS, CHANGE MINDS,
GET RESULTS



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Unleash The Power Of Storytelling

The Book Highlights

Good Storytelling

Storytelling is the most powerful form of communication at our disposal. More than facts and data and other bits of information, stories are crucial to persuasion

It's not something just for masters because with the right structure and process, anyone can learn to tell a GOOD story

As per Paul Zak, stories cause brain to produce oxytocin, a chemical related to feeling of empathy & the desire to cooperate

This softens up our audience, making them more amenable to our ideas

Stories stimulate our senses in multiple ways, to the extent that listening goes from being passive exercise to an active experience.

Powerful Stories

- 1. They are about “show, don’t tell”**
- 2. They put a face on an issue**
- 3. They tap into an emotion**
- 4. They raise the stakes**
- 5. They connect us**
- 6. They humanize us**

Powerful Stories

Always challenge yourself to dispense the hollow claims and tell stories instead:

On your website, instead of writing you provide a “hands on attention”, write about your VP rolling their sleeves and working away with the rest of the team

In an interview instead of saying you’re “dependable” , tell how you worked all night to meet an impossible deadline

What Is A Story

Stories must have a beginning, middle and an end

It is a character in pursuit of a goal in the face of some challenge/obstacle

How the character tries to resolve that challenge drives the narrative

While the resolution is argued to be the “fourth element” to a story structure, it’s an implicit one

The 3 Ingredients

The following 3 ingredients of storytelling are like legs of a stool

Character

Challenge

Goal

The Character

What you must ask yourself during storytelling is whether the character is real and relatable

Character must be a specific individual. This is the problem with the typical dry corporate case study. It's written from 30,000 feet- from an individual perspective

Bring your stories down to the human level

Is There Sufficient Conflict

Without conflict, you have no drama.

Conflict arises from the tension between the character's goal and the challenge facing her

If the story doesn't have a strong conflict, it is NOT A STORY. Keep digging

When everything goes as per the plan, there is no drama to hold the attention of the audience. We need to hear about the client's struggles- the different approaches they tried, the problem they faced and the hurdles they cleared

Are the Stakes High Enough?

For a story to work, there has to be something important at stake- a serious problem that cries out for action

There is a difference between an issue that causes the character a minor inconvenience and the one that costs millions of dollars.

Go Big With Your Stories

Is the Cause & Effect Clear?

Casualty is crucial in storytelling.

It means events are connected to each other in a cause-and-effect relationship

It is more meaningful to us than mere coincidence.

A weak story is when you repeat “and then” over and over again

Is There An Emotional Core?

Emotion fuels stories. When your audience feels something, they are more likely to do something

So your story must provoke an emotional response that your audience can relate

How & Where

So How & Where do you find good stories?

1. Use your goals & priorities as a filter

2. Keep your antennae up

3. Read & explore

How & Where

So How & Where do you find good stories?

4. Interview others

5. Draw on your personal experiences

6. Find a system for storing your stories

Disclaimer

**This is just a summary. For a better understanding,
reading the book is highly recommended**

This summary is as per my interpretation and learning

Please excuse any errors

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