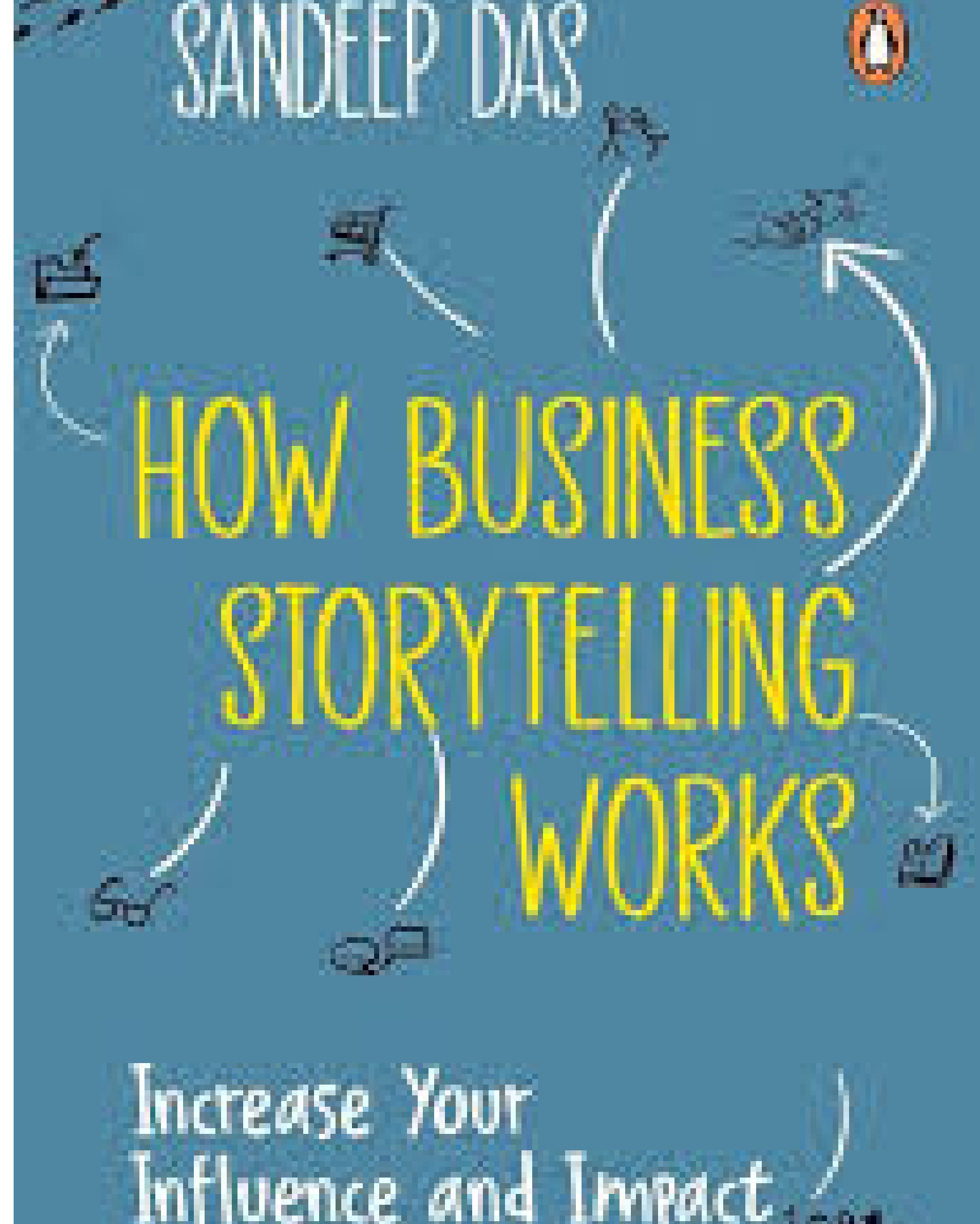


How Business Storytelling Works?

The Book Highlights



What Is A Story?

A story is a problem followed by a struggle followed by a resolution to the problem

A story works because it enables humans to connect and be a part of the community

Storytelling For Corporates

A brand purpose tries to answer the following questions:

What does a brand stand for?

What do we do as a brand, wants to do in the future?

Why does the brand exist?

What is its higher aim?

Paint The Future

One of the most powerful tools in selling a piece of work to paint the future for the client-leadership team

Follow the pyramid principle, you should get to the point first and then give the supporting arguments. This is due to the limited attention span of the the most of your audience

Paint The Future

Could you sum up your entire work into 3 key points?

One point could be the Problem

One could be the Approach

One could be the Impact

How To Engage People?

Reid classified how people like to be engaged into 4 main brackets:

- 1. Analytics**
- 2. Drivers**
- 3. Ex-Pressives**
- 4. Amiable**

If you meet someone who does not like to do small talk, is always talking to the point, wants to know the timelines and progress against the activity, is highly goal-oriented, and doesn't waste time on intellectual stimulation, you are speaking to a 'Driver'

They are usually the COOs/ Sales Heads

If you meet someone who is highly detail-oriented, wants to understand the numbers behind every statement of yours, is keen to spend time on the assumptions of your business models, is highly methodical, and values accuracy. They are called ‘Analytical’

They are usually the CFOs

If you meet someone sociable, enthusiastic, talks about the future, is passionate, speaks about big ideas, gets along with many people, and is an expressive storyteller.

This is an “Expressive” social style

They are usually the CMOs

If you meet someone easy to talk to, respectful to everyone in the room, won't try to hog the limelight, concerned about their employees/vendors/customers.

This is an 'Amiable'

They are usually the HR Heads

Scare The CEO

What do you do when your stakeholder, an influential one, is not budging?

Your stakeholder can be your CEO, investor, or your immediate boss.

As with most things in life, there is a car-rot and a stick.

You always start with a carrot, especially in a large group

One of the tactics that works is to nudge them to think differently is to show them an image with multiple meanings and ask them to spot the first thing

There is an equally powerful other worldview

One might wonder how Ricky Gervais, despite his personal jokes, has never gotten into trouble

The author believes that his violations benign as they are agreed upon with his close friends in advance and they never make fun of your looks, nor are deeply personal

Nested Anecdote

It is a way to construct a personal speech where you start with an anecdote and end with one for a massive impact

When you combine this with the ‘Peak-End Theory’, with a twist at the end, you get the hilarious performance by former President Barack Obama at the White House Correspondents’ Dinner 2015

Make Fun Of Yourself

If you want to be funny, make fun of yourself as much as you want

It shows a sense of maturity, and sometimes a good sense of humor.

When you make fun of yourself, you will tend to be classy too

**If the violation is on someone, be sure that it is
benign or is far away from them**

Also, stay off holy cows, no pun intended

**Avoid any seemingly reference to religion and
politics**

Be The Top Orator

Do a dry run of your presentation once and try saying the exact messages with half the sentences.

While delivering speeches in public, the slower you speak, the more impressive you become

The more minimalistic you are with words, the more impact you create

Be The Top Orator

38% of your communication is vocal implying the way you speak matters more than the words you use

Don't speak for too long

Building A Personal Brand

To build a personal brand, you should have an omnichannel ecosystem and create once and multiply it every where

**To be successful in life, you have to market yourself.
If you don't know how to do it, the world won't do it for you. Change your MINDSET and shamelessly SHOW OFF**

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

Thank You For Reading

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