

Storytelling in a *professional* context????



Key:

Blue = human context

Pink = human values

Purple = how and why

Grey = technological context

Let me tell you a story...

At a well-known business school in Lausanne, I was graphically supporting a *brainstorming* process called Deep Dive. A large group of high potentials from the same company came together for a week of *discovery* and *team-building*. The large group was divided into smaller groups of around 5 people and each group was given an *innovation* challenge.

Over two days, the group refined its idea and my job was to illustrate it on a large piece of paper which would be their only *presentation* support in front of their “big boss” at the end of the week. We looked for *metaphors* and then actors helped the “storytellers” hone their storytelling and staging skills. *PPT* was *banned...* and this was a *huge challenge* for most participants because they could no longer hide behind their slides. The best story didn’t always win the prize for actionability but the *energy* and *enthusiasm* the groups put into this new way of doing remained with them as they went back to their various jobs with a *spirit of innovation* and also of the value of *sharing ideas* and deciding on which *story* they wanted to be able to tell for their *company’s future*.

And this is only one of many stories...

So please read on *but only if you would like to:*

- Motivate
- Enthuse
- Get buy-in
- Establish rapport
- Simply spark some interest
- Enjoy presenting
- Do something only humans can do

In the era of **BIG DATA**, we have become really good at collecting and storing facts and figures. We are fast developing **ROBOTS** equipped with artificial intelligence to help in mundane or dangerous tasks. The **INTERNET OF THINGS** is well under way with devices “**COMMUNICATING**” with each other **REMOTELY**.

Which raises **A FEW QUESTIONS:**

- What is left that *only humans can* do?
- Should *human communication* be reduced to reporting facts and figures?
- How can we *sift* for essential information and better *retain*?
- How can we *differentiate* one proposition from another?

Human brains create *analogies*, find odd *connections*, understand *humor*, are attuned to the *emotional* as well as the *rational*. If you are a *leader* or an *advocate* you need to appeal to the emotional if you wish to *motivate* or *convince*.

One of the *oldest* and most *effective* ways of doing that is through *storytelling*. Ever since the human race learned to communicate in words, stories have been told. They are a *universal phenomenon* whether they remain in the oral tradition or have been written down for posterity. Myths and legends, fairy-tales and folklore, family memories and joke-telling – stories are everywhere. Sometimes illustrated, graduating from cave paintings to beautifully illustrated, printed books on to comic strips and graphic novels the effect is reinforced because the *words* appeal to the *rational* part of the brain and the *pictures* the *emotional* side.

We propose to look at the *why*, the *what*, the *who* and the *how* of storytelling in a professional context in four *interactive* modules: (see attached doc)

- Why? - The science and art of storytelling
- What? – Story formats
- Who for? – The audience is king + When/when not? - For your ears only..
- How? Preparation, structure, delivery

(Individual coaching in French or English would be available as required.)

Our key words?

- ❖ *Explore*
- ❖ *Open doors*
- ❖ *Share*
- ❖ *Grow*
- ❖ *Hands-on*
- ❖ *Tailor-made for humans*

There's a story behind each of these words... If you would like to hear them and/or explore how we can help you tell your story, Elizabeth will be happy to organize a complimentary exploratory session.

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