INFLUENCING CHANGE USING BUSINESS STORYTELLING

Mark Schenk
BREAKOUT ROOMS

DESCRIBE WHAT YOU DO FOR A LIVING...

...IN 2 MINUTES OR LESS.
WEST WING – GALILEO V (3.15 mins)
ACTIVITY

HOW WOULD YOU DESCRIBE SAM SEABORN’S VERSION?

TYPE ONE OR TWO WORDS INTO THE CHAT WINDOW
Statements, Assertions, opinions

Generalisations
chronologies, broad events

Moments
things you can see and feel

SCOTT TATE

SAM SEABORN
SCOTT TATE

Statements, Assertions, opinions

Generalisations
chronologies, broad events

Moments
things you can see and feel

IMPACT
FREQUENCY

SAM SEABORN

PUTTING STORIES TO WORK®
WE ARE USING ONLY HALF OUR CAPABILITIES
SPOTTING STORIES
THE STORYTELLING SPECTRUM

LITTLE ‘s’ STORYTELLING
- ANECDOTES
- EXAMPLES
- RECOUNTS

BIG ‘S’ STORYTELLING
- LEGENDS
- FAIRYTALES
- EPICS
- HERO’S JOURNEY
STORIES ARE FACTS WRAPPED IN CONTEXT AND DELIVERED WITH EMOTION
THE ESSENTIAL DIFFERENCE BETWEEN EMOTION AND REASON IS THAT REASON LEADS TO CONCLUSIONS, WHILE EMOTION LEADS TO ACTION.

—NEUROLOGIST DONALD CALNE
SPOTTING STORIES

HAS A BUSINESS POINT

BUSINESS STORY
BREAKOUT ROOMS

DESCRIBE A TIME WHEN YOU MADE A DIFFERENCE...

...IN 60 SECONDS OR LESS
HAVE A POINT
COMMUNICATING STRATEGIES, DECISIONS AND CHANGES
Why?
Scott Tate
CLARITY STORY PATTERN

IN THE PAST... THEN SOMETHING HAPPENED... SO NOW... IN THE FUTURE...

MOMENTS
Worldwide Developers Conference San Francisco 2011

STEVE JOBS LAUNCHING iCLOUD
THE NEW ICLOUD STRATEGY
In the past ...

Then something happened ...

So now ...

In the future ...
THE CLARITY STORY STRUCTURE

IN THE PAST...

THEN SOMETHING HAPPENED...

SO NOW...

IN THE FUTURE...

MOMENTS
WHAT’S YOUR ORGANISATION’S RESPONSE STORY?
DON’T MENTION THE S-WORD
WHAT CHOICE WILL YOU MAKE?
ACTIVITY

How would this type of communication go down in your organisation?

15 minutes
Decide on one key take-away to share in plenary
ACTIVITY

WHAT IS YOUR GROUP’S KEY TAKEAWAY FROM THE DISCUSSION?

TYPE IT INTO THE CHAT WINDOW
THANK YOU

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