

INFLUENCING CHANGE USING BUSINESS STORYTELLING

a

Mark Schenk

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**THE BIG
BANANA**
COFFS HARBOUR

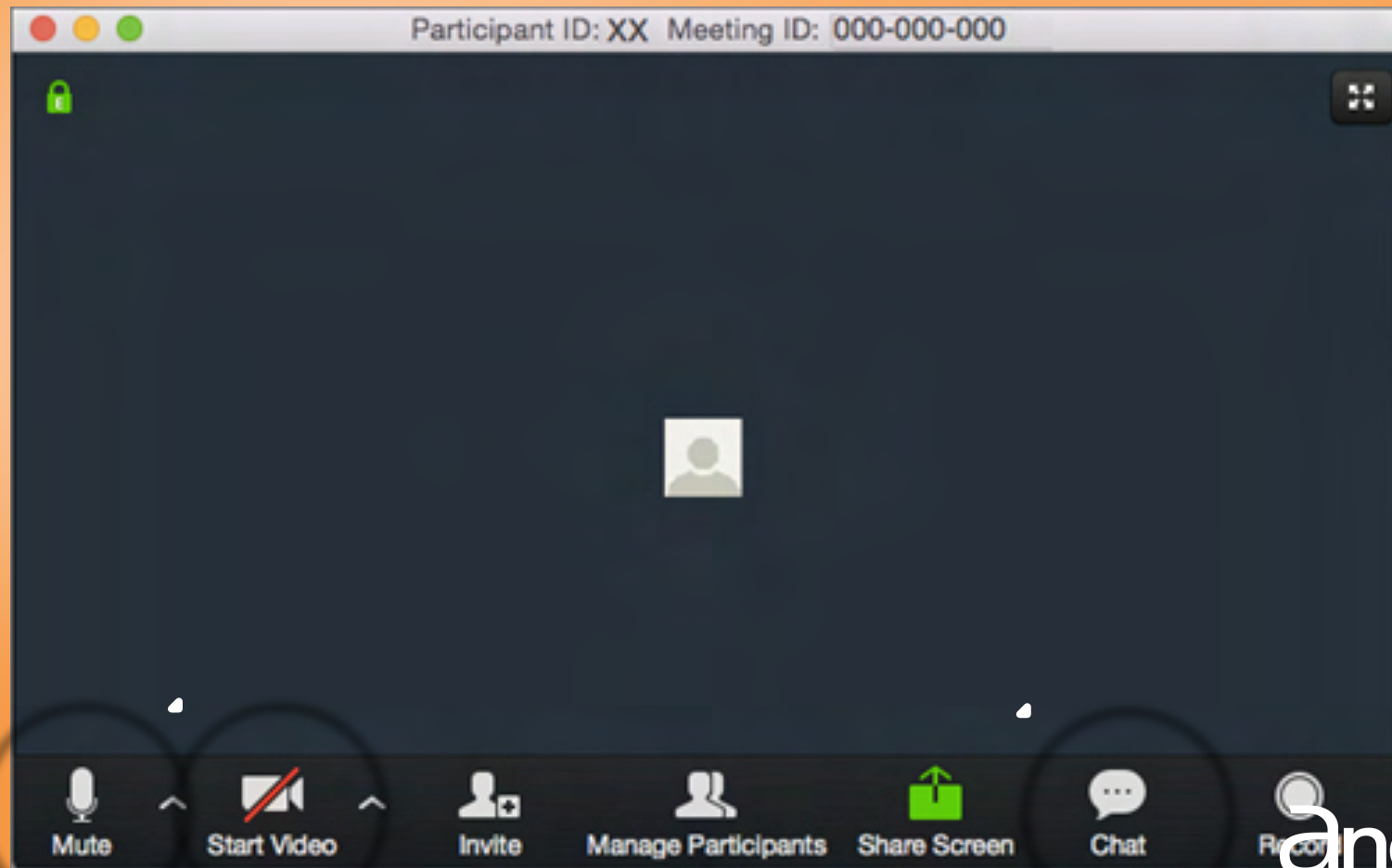
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USING ZOOM



□ BREAKOUT ROOMS
▪



**DESCRIBE WHAT YOU DO FOR A
LIVING...**

...IN 2 MINUTES OR LESS.

▪



SCOTT TATE



SAM SEABORN



WEST WING – GALILEO V (3.15 mins)

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SCOTT TATE



SAM SEABORN

□ ACTIVITY
▪



HOW WOULD YOU DESCRIBE **SAM** **SEABORN'S** VERSION?

TYPE ONE OR TWO WORDS INTO THE CHAT WINDOW

▪



SCOTT TATE

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STORYTELLING FOR LEADERS



□ ACTIVITY
▪



HOW WOULD YOU DESCRIBE **SCOTT TATE'S** VERSION?

TYPE ONE OR TWO WORDS INTO THE CHAT WINDOW

▪

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SCOTT TATE



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SCOTT TATE

ABSTRACT

Statements, Assertions, opinions



Generalisations
chronologies, broad events



SAM SEABORN

SPECIFIC

Moments

—things you can see and feel



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SCOTT TATE



SAM SEABORN



SCOTT TATE



SAM SEABORN

ABSTRACT

SCOTT TATE

Statements, Assertions, opinions



IMPACT

FREQUENCY

Generalisations
chronologies, broad events



SAM SEABORN

Moments

—things you can see and feel



IMPACT

FREQUENCY

SPECIFIC

0

10

A conceptual illustration of a human brain held in a terracotta bowl. The left hemisphere is depicted as a dense, multi-tiered cityscape with grey buildings and tiny figures of people. The right hemisphere is shown as a lush green landscape with rolling hills, trees, and various people engaged in leisure activities like playing tennis, sitting on a bench, and walking. The entire scene is set against a solid blue background.

**WE ARE USING ONLY HALF OUR
CAPABILITIES**

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SPOTTING STORIES

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THE STORYTELLING SPECTRUM



LITTLE 'S' STORYTELLING

ANECDOTES
EXAMPLES
RECOUNTS

BIG 'S' STORYTELLING

LEGENDS
FAIRYTALES
EPICS
HERO'S JOURNEY

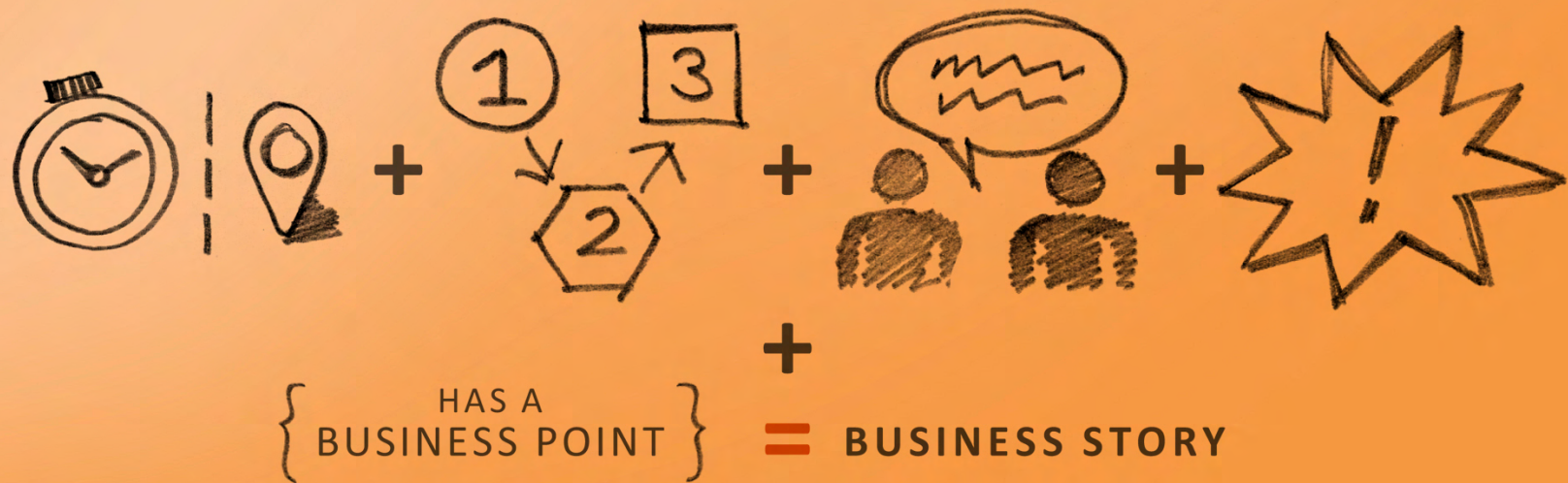
**STORIES ARE FACTS
WRAPPED IN CONTEXT
AND DELIVERED WITH
EMOTION**

THE ESSENTIAL DIFFERENCE
BETWEEN EMOTION AND
REASON IS THAT REASON LEADS
TO CONCLUSIONS, WHILE
EMOTION LEADS TO ACTION.

—NEUROLOGIST DONALD CALNE



SPOTTING STORIES



□ BREAKOUT ROOMS
▪



**DESCRIBE A TIME WHEN YOU
MADE A DIFFERENCE...**

...IN 60 SECONDS OR LESS

▪

A close-up photograph of a woman with her eyes closed, applying a vibrant pink lipstick to her lips. She is holding the lipstick tube with her right hand. The background is a soft, out-of-focus blue-grey.

HAVE A POINT

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ANECDOTALLY SPEAKING PODCAST



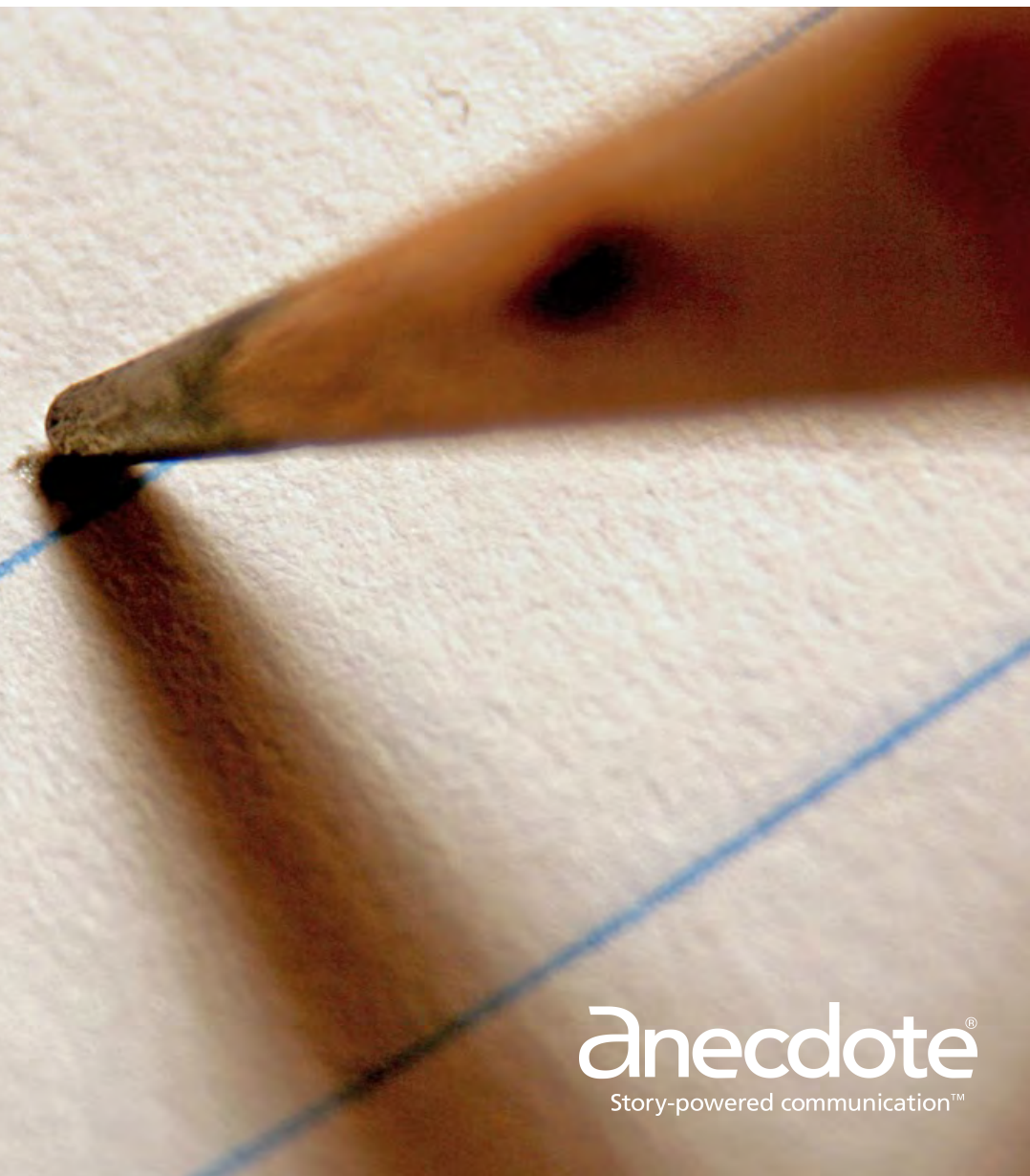
www.anecdote.com/podcasts

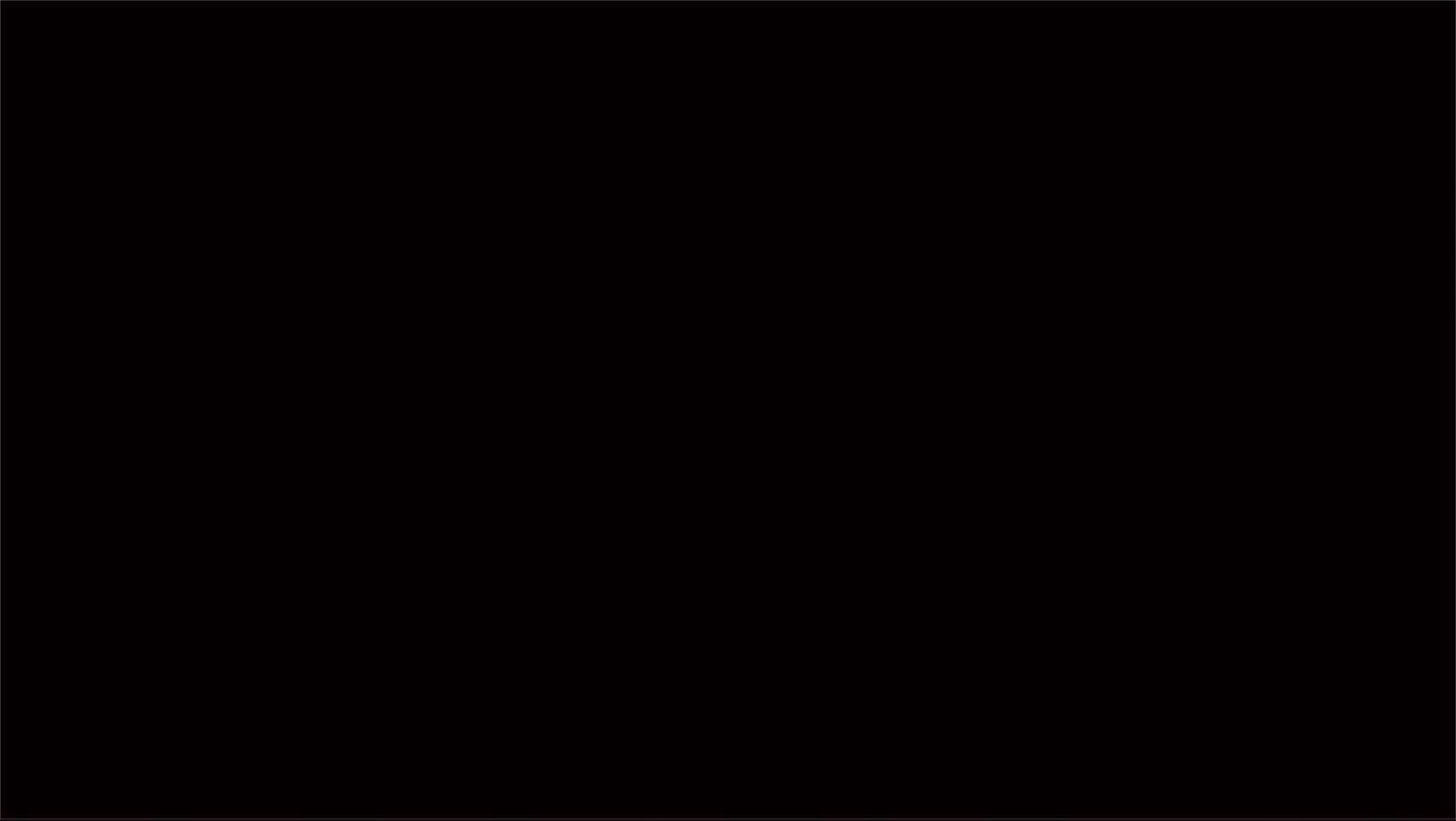


COMMUNICATING STRATEGIES, DECISIONS AND CHANGES

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Wang





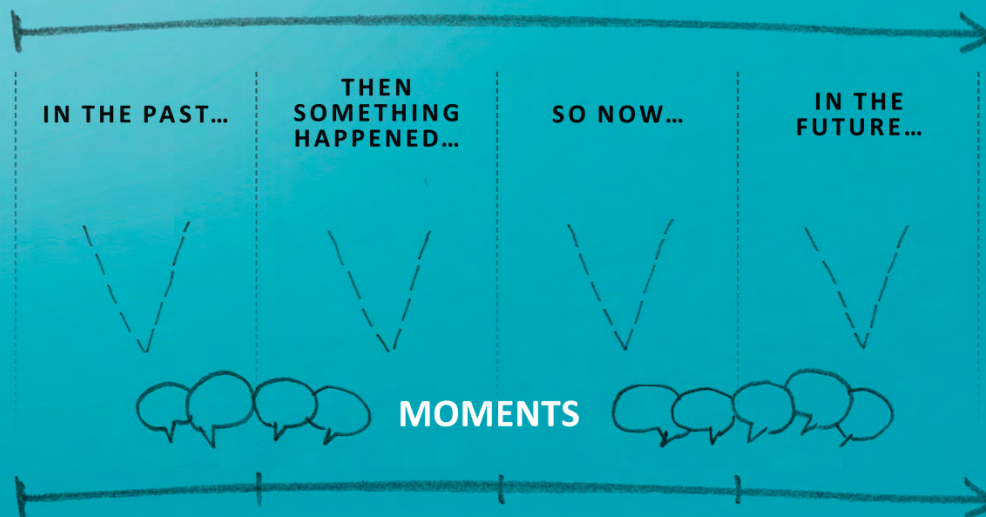
FRANCISCO D'SOUZA— THE COGNIZANT GROWTH STORY

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SCOTT TATE

CLARITY STORY PATTERN



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Worldwide Developers Conference San Francisco 2011

WWDC



STEVE JOBS LAUNCHING iCloud

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THE NEW ICLOUD STRATEGY



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In the past ...

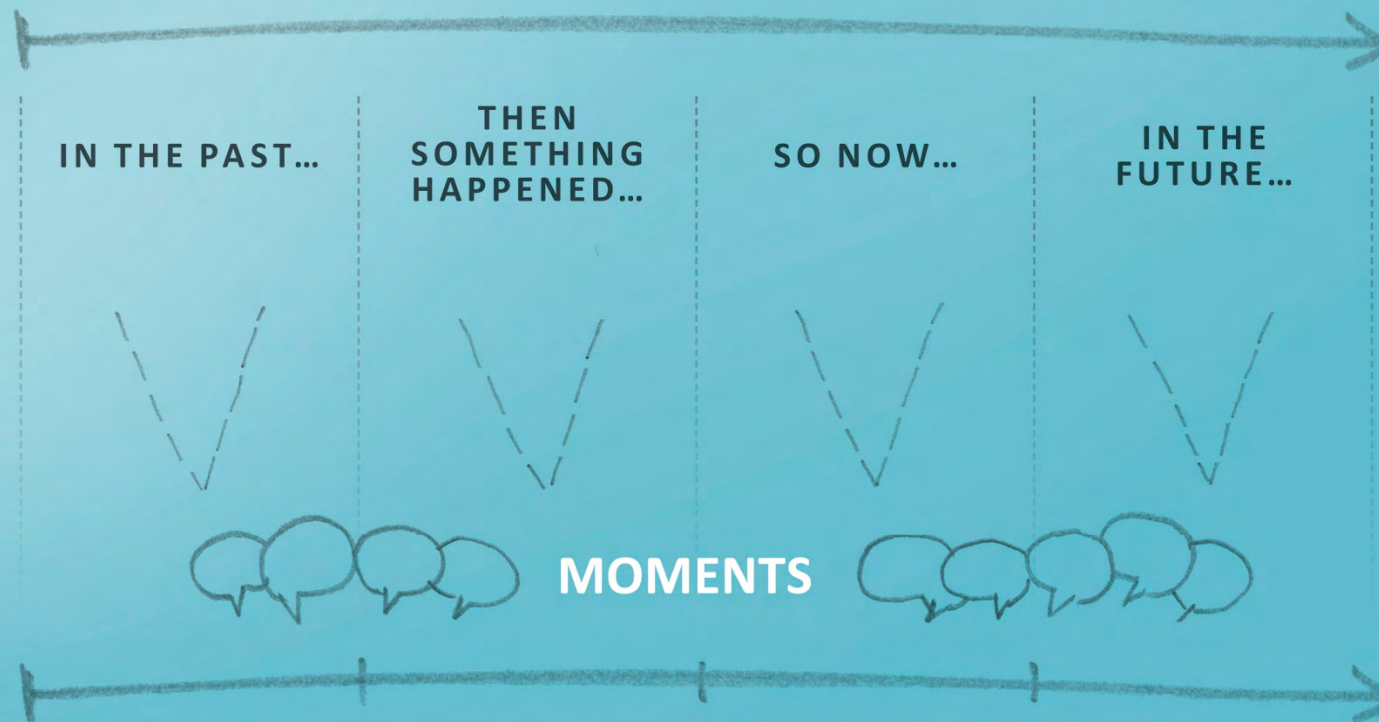
Then something
happened ...

So now ...

In the future ...

FOUR SCORE AND SEVEN YEARS
AGO OUR FATHERS BROUGHT FORTH
ON THIS CONTINENT A NEW NATION
CONCEIVED IN LIBERTY AND DEDICA-
TED TO THE PROPOSITION THAT ALL
MEN ARE CREATED EQUAL ·
NOW WE ARE ENGAGED IN A GREAT
CIVIL WAR TESTING WHETHER THAT
NATION OR ANY NATION SO CON-
CEIVED AND SO DEDICATED CAN LONG
ENDURE · WE ARE MET ON A GREAT
BATTLEFIELD OF THAT WAR · WE HAVE
COME TO DEDICATE A PORTION OF
THAT FIELD AS A FINAL RESTING
PLACE FOR THOSE WHO HERE GAVE
THEIR LIVES THAT THAT NATION
MIGHT LIVE · IT IS ALTOGETHER FIT-
TING AND PROPER THAT WE SHOULD
DO THIS · BUT IN A LARGER SENSE
WE CAN NOT DEDICATE · WE CAN NOT
CONSECRATE · WE CAN NOT HALLOW ·
THIS GROUND · THE BRAVE MEN LIV-
ING AND DEAD WHO STRUGGLED HERE
HAVE CONSECRATED IT FAR ABOVE
OUR POOR POWER TO ADD OR DETRACT ·
THE WORLD WILL LITTLE NOTE NOR
LONG REMEMBER WHAT WE SAY HERE
BUT IT CAN NEVER FORGET WHAT THEY
DID HERE · IT IS FOR US THE LIVING
RATHER TO BE DEDICATED HERE TO
THE UNFINISHED WORK WHICH THEY
WHO FOUGHT HERE HAVE THUS FAR
SO NOBLY ADVANCED · IT IS RATHER FOR
US TO BE HERE DEDICATED TO THE
GREAT TASK REMAINING BEFORE US ·
THAT FROM THESE HONORED DEAD
WE TAKE INCREASED DEVOTION TO
THAT CAUSE FOR WHICH THEY GAVE THE
LAST FULL MEASURE OF DEVOTION ·
THAT WE HERE HIGHLY RESOLVE THAT
THESE DEAD SHALL NOT HAVE DIED IN
VAIN · THAT THIS NATION UNDER GOD
SHALL HAVE A NEW BIRTH OF FREEDOM ·
AND THAT GOVERNMENT OF THE PEOPLE
BY THE PEOPLE FOR THE PEOPLE SHALL
NOT PERISH FROM THE EARTH ·

THE CLARITY STORY STRUCTURE





WHAT'S YOUR ORGANISATION'S RESPONSE STORY?

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**DON'T
MENTION
THE S-WORD**



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A close-up photograph of a woman with dark hair, looking thoughtfully to the side. Her hand is resting on her chin, and she has a contemplative expression. The background is dark and out of focus.

**WHAT CHOICE
WILL YOU
MAKE?**

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□ ACTIVITY
▪



HOW WOULD THIS TYPE OF COMMUNICATION GO DOWN IN YOUR ORGANISATION?

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▪
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

Mark Schenk

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