

BUSINESS STORYTELLING

IMPACT STORYTELLING

Crafting Compelling Stories That Turn Ideas Into Action

Workbook Edition



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FOUNDATION FOR STORY WORKING

A Business Impact Story is...

- a short, **effective** story
- helps the audience **resonate** with your message
- strategically used to **achieve** a business outcome

COMMON TYPES OF STORIES



Founding
Stories



Future
Stories



Who We Are
Stories



Success
Stories



Overcoming Barrier
Stories

NOTES:

CRAFTING YOUR STORY

Now that we have a basic story type and an idea to start with, we can dig into the pre-story work by defining who is the audience for our story and what's the point of it.

First let's delve into who our audience is. While you could have various audiences for a particular story, just pick one for the purpose of our exercise in this workshop.

Who in the audience should you story influence?

STORYTELLING EXERCISE: AUDIENCE ANALYSIS

What does my audience need to FEEL to resonate with the story?

What does my audience need to KNOW to move them to action?

What do I want my audience to DO as a result of my story?

STORYTELLING EXERCISE: DEFINE THE CORE MESSAGE

Define your core message by asking questions like:

- What do I like about it?
- What did I learn or gain from this experience?
- How do I want my audience to believe differently once they hear my story?
- What do I want the audience to do after I share the story?

Characteristics of a core message:

- It's a full sentence, not a bullet point
- It's concise and memorable
- It conveys a universal message

Examples of a core message:

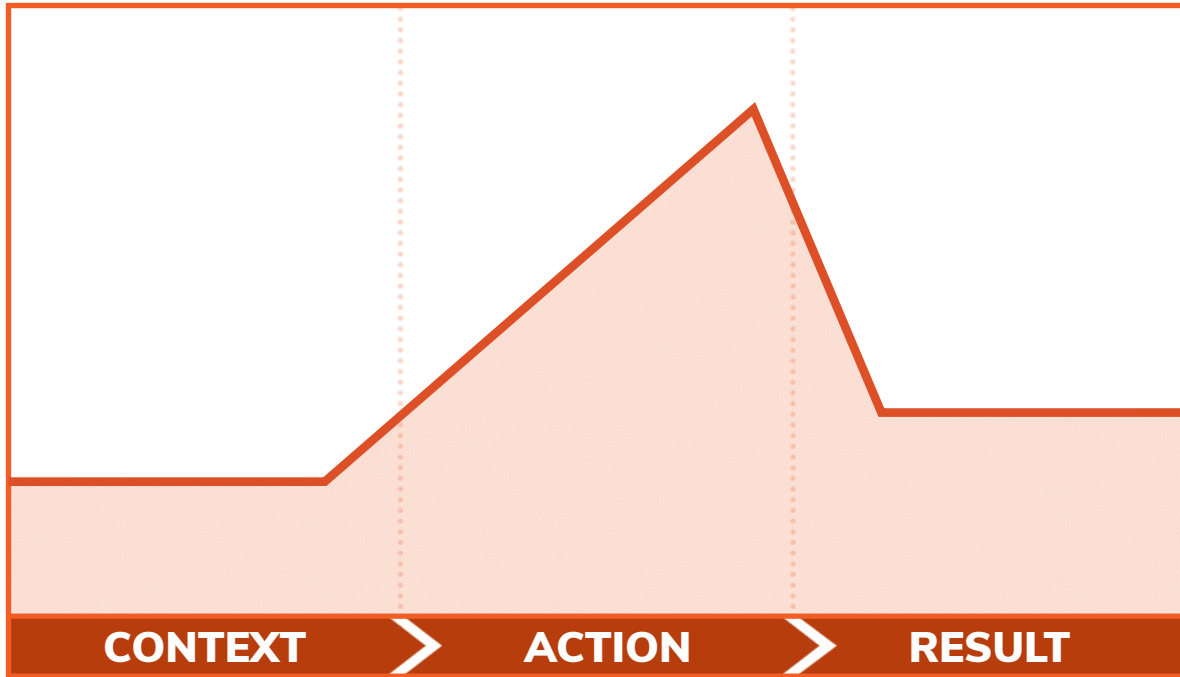
- Always invest in people
- Make the time
- Stretch beyond your comfort zone
- You can make it happen
- Trust your instincts
- Make a meaningful connection

Now you need to write down your core message. Don't worry about if it's 'right' or 'perfect'. This is a creative, iterative process... just get something started!

What is my core message? What do I want my audience to takeaway from my story?

STORY STRUCTURE 101

The story structure is a key factor in making any narrative into a true story. Below is a basic story arc. There are many types of story structures, but this is a simple, tried and true one that we'll use as the basis for your story. Let's start building out the structure of your story in the following exercise.



NOTES:

STORYTELLING EXERCISE: CONTEXT

What is the setting?

When and where are the events happening?

Who is the protagonist (main character)?

Who or what is getting in the way?

Who else is involved?

STORYTELLING EXERCISE: ACTION

What is the sequence of events?

What is the core struggle or problem?

What are the complications and barriers?

Who's the antagonist (the villain)?

STORYTELLING EXERCISE: RESULT

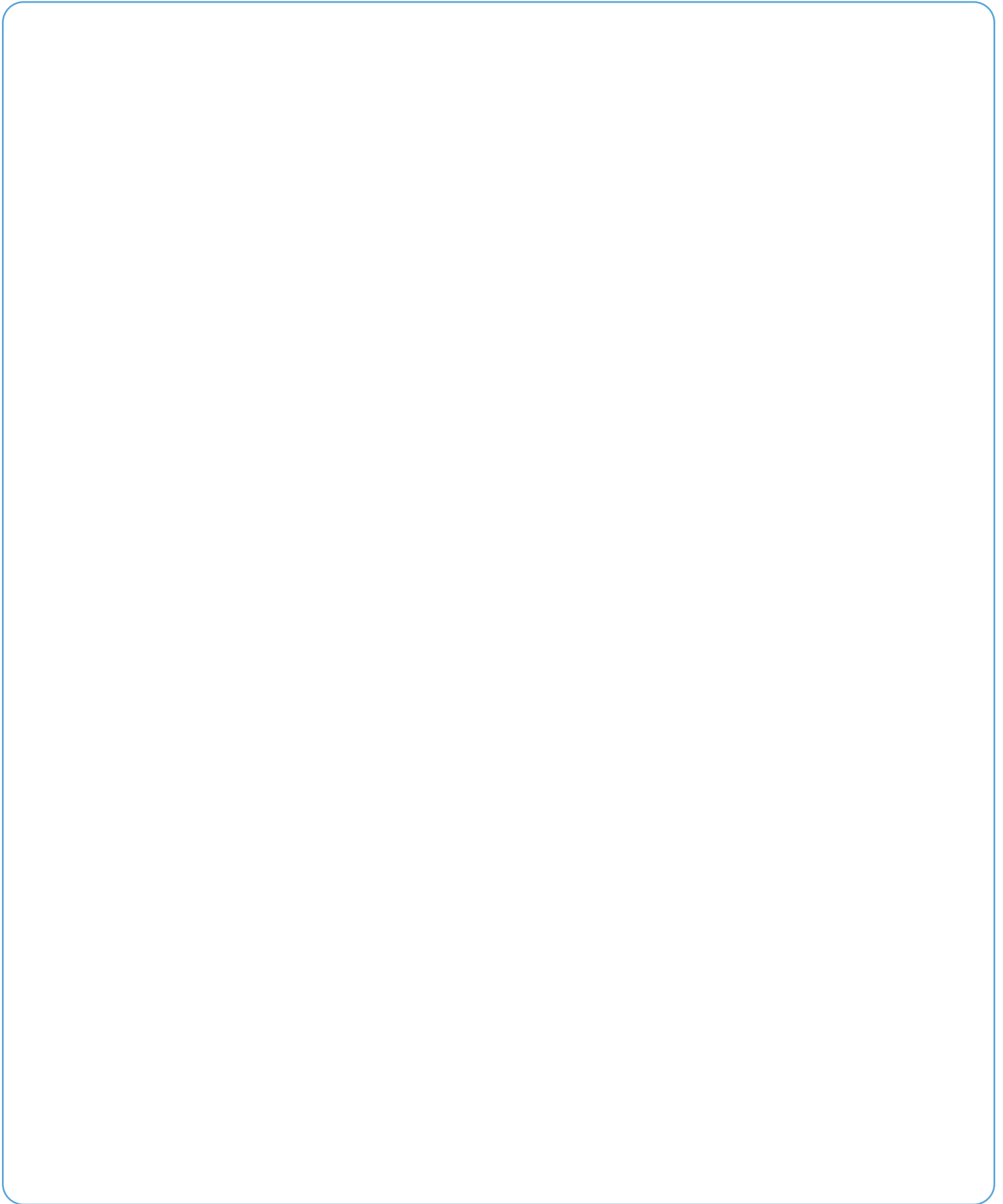
How does the story end?

What is the takeaway for your audience?

What bridge connects your story to the audience?

What's your call to action?

STORYTELLING EXERCISE: CRAFT YOUR STORY



Telling a great story means connecting to the audience. Here are some tips for delivering your story:

- Tell stories from the present
- Emphasize words for impact
- Eye contact & facial expressions
- Use the power of pause
- Practice, practice, practice
- Use body language to act it out

WORKSHOP YOUR STORY

STORYTELLING TOOLKIT



Definition of a Story



Story Types



Audience Analysis



Core Message



Story Structure

STORYTELLING CHECKLIST

- Audience Analysis**
Know your audience
- Core Message**
Know your target
- Story Type**
Define the need or the story
- Context**
Set the stage
- Action**
Highlight the conflict or challenge
- Result**
Resolve the story with a focus on the core message
- Bridge**
Apply it to your audience. What's your call to action?

WE WOULD LOVE YOUR FEEDBACK!

Scan the QR code below to take our super short, super fun
(okay, maybe not super fun) survey. We promise it's under a minute!



To continue to elevate your professional skills and accelerate your career goals or to just learn more about our industry-leading training and services, you can visit our website, send us an email or give us a call!

We look forward to supporting you on your journey!



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