

Add Powerful Storytelling Techniques to Your Training (and Coaching)

With David Lee



About the Speaker: David Lee is the founder of HumanNature@Work www.HumanNatureAtWork.com. He works with management teams interested in improving employee engagement, customer service, and innovation.

An internationally recognized thought leader in the field of employee engagement and performance, he is the author of nearly 100 articles and book chapters that have been published in trade journals and books in the US, Europe, India, Australia, and China.

David has been using and teaching storytelling for over 20 years. Before focusing his work on leadership and employee engagement, he practiced and taught hypnosis and therapeutic storytelling in the field of mind/body medicine both domestically and abroad. His work was featured in the clinical book **Tales of Enchantment: Goal-Oriented Metaphors for Adults and Children in Therapy**.

He is also the author of the May 2012 Infoline **Add Powerful Storytelling Techniques to Your Training**.

Why did I start off with this story?



Dial Your Audience into WII-FM

Why Use A Story To Open...

- Grabs interest.
- Helps audience bond with you.
- Addresses WII-FM: Pain and/or Promise
- Calms your nerves.
- Helps you start out strong.

How to Apply This:

For your next presentation topic, come up with an opening story that...

1. Illustrates the Pain & the Cost
2. Illustrates the Promise, The Benefit
3. Captivates with a Fascinating Analogy
4. Impresses with Cool Scientific Research



How to Apply This:

When choosing your opening story...

1. Use the criteria just mentioned.
2. Think of a few options.
3. Get feedback.
4. Select the best.



Advanced Storytelling Technique...Did You Catch It?

“I’m sure everybody on this webinar can relate to that experience where you were speaking to a group about something you believed was really important...but it was clear they weren’t getting it... and you could see you were losing them...and you had that helpless, sinking feeling...”

Advanced Storytelling Technique...Did You Catch It?

...and you could see
you were losing them ... and you had
that helpless, sinking feeling...”

Advanced Storytelling Technique: Connecting Phrases

- Connect Consciously
- Connect Unconsciously
- Increase Power



Advanced Storytelling Technique: Connecting Phrases

Story Line

Advanced Storytelling Technique: Connecting Phrases

Story Line

Connecting Phrase



“You can probably think of examples
right now of conversations you know you
need to have, and are avoiding...”

Advanced Storytelling Technique: Connecting Phrases

Story Line

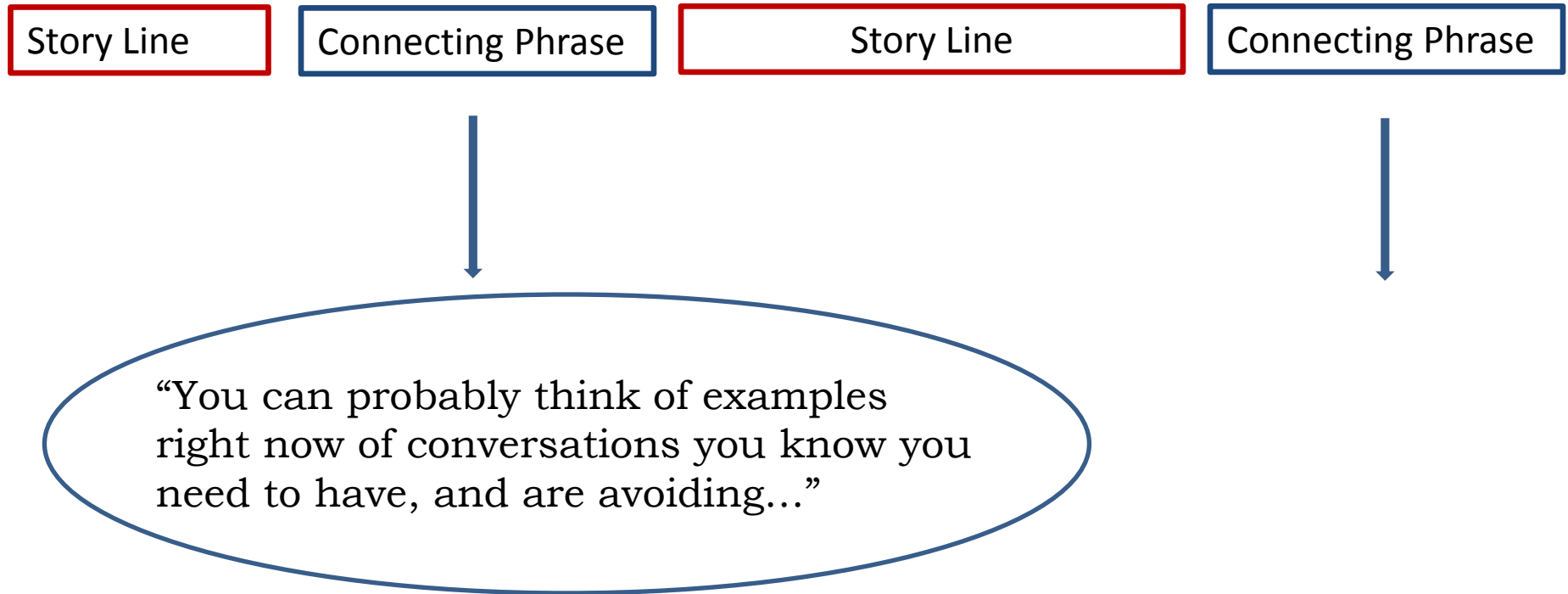
Connecting Phrase

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Advanced Storytelling Technique: Connecting Phrases



Advanced Storytelling Technique: Connecting Phrases



For the Rest of This Webinar...

You Will Learn

1. Apply storytelling in the world of business.
2. Where & Why & How
3. Make your ideas & presentations “sticky”
 - Easier to understand
 - Pack a bigger punch
 - More memorable
 - More likely to influence
4. Challenge people w/o being confrontational



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In the Business World, Storytelling Increases the Effectiveness Of...

- Training
- Presentations at meetings and events
- Leadership communication
- Coaching
- Orientation

In the Business World, Storytelling Increases the Effectiveness Of...

- Employee morale and engagement
- Culture building & communication
- Employer Branding
- Product and Corporate Branding
- Sales & Marketing



WII-FM or “Why bother to learn this...”

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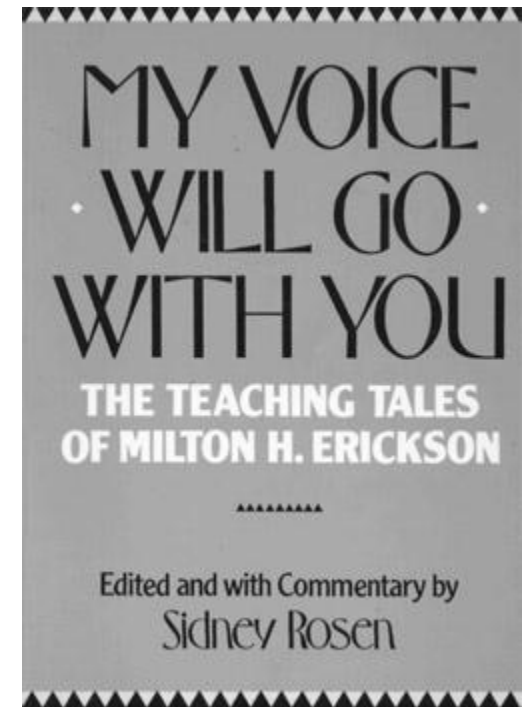
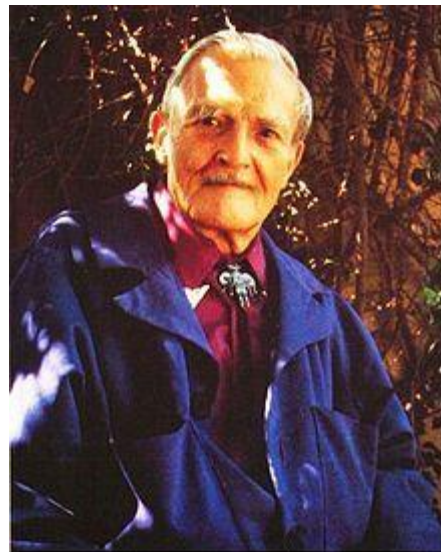
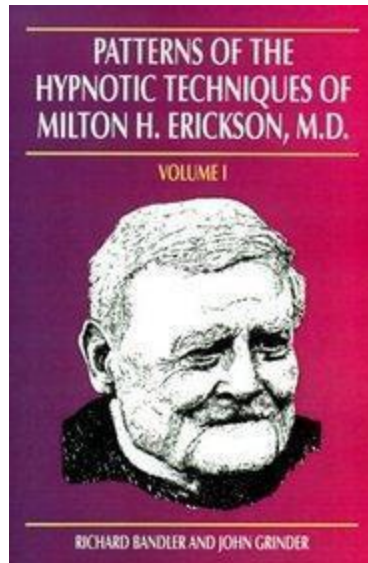
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Where & Why & How







Tales of Enchantment

GOAL-ORIENTED
METAPHORS FOR
ADULTS AND CHILDREN
IN THERAPY

by CAROL H. LANKTON
STEPHEN R. LANKTON



Example of “Origin Story” Both to Help Audience Bond and to Dial Them Into WII-FM



My Pain & My Promise

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For Each Main Point, Ask:
*How can I make this “Sticky” by adding
examples, stories, and analogies?*

1. ...punchier...so it connects at a visceral level?
2. ...more fascinating?
3. ...more memorable?

Make Your Points “Sticky” With...

1. Illustration, Explanation, and Impact Stories
2. Analogies
3. Cool scientific research

To Make Your Points “Sticky”, Use...

- 1. Illustration, Explanation, and Impact Stories**
2. Analogies
3. Cool scientific research

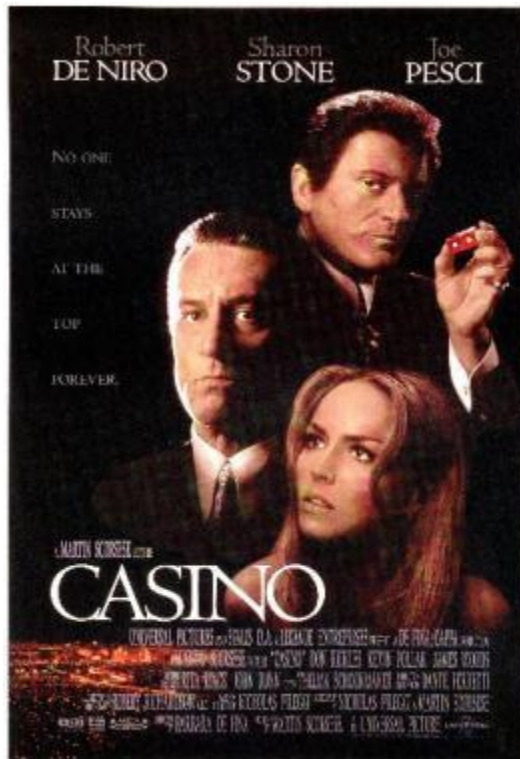
Illustration, Explanation, and Impact Stories That Either...

1. Offer a Powerful **Analogy** That I, E, and D's the Point You Want to Make or...
2. **Directly** Illustrates, Explains and Dramatizes Your Point

Look for Illustration, Explanation, and Impact Stories That...

1. Offer a Powerful Analogy That I, E, and D's...
2. Directly Illustrate, Explain and Dramatize

An I, E, & I Story That Provides a Powerful Analogy



**“Power may bring immunity from feedback,
but not reality.”**

**Notice the Difference in “Stickiness”—
i.e. Visceral Understanding, Impact and
Memorability—The Story Provides**

I Have Also Used This Story to
Make this Point “Sticky”

**It's Important to Give Employees
Positive Control Over Their Work....**

Look for Illustration, Explanation, and Impact Stories That...

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2. Directly Illustrate, Explain and Dramatize

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A Teaching Story that **Directly** Illustrates and
Explains...

**“How to make it safe for people with
less power than you to speak up.”**

Quick Review...

- Stories make your point come alive and “hit home” at a visceral level, so use them to...
- The same story can be used to illustrate or explain different concepts and achieve different goals.
- Stories are everywhere, so be on the lookout!

You can use...

- **Illustration, Explanation, and Impact Stories**
- Analogies
- Cool scientific research

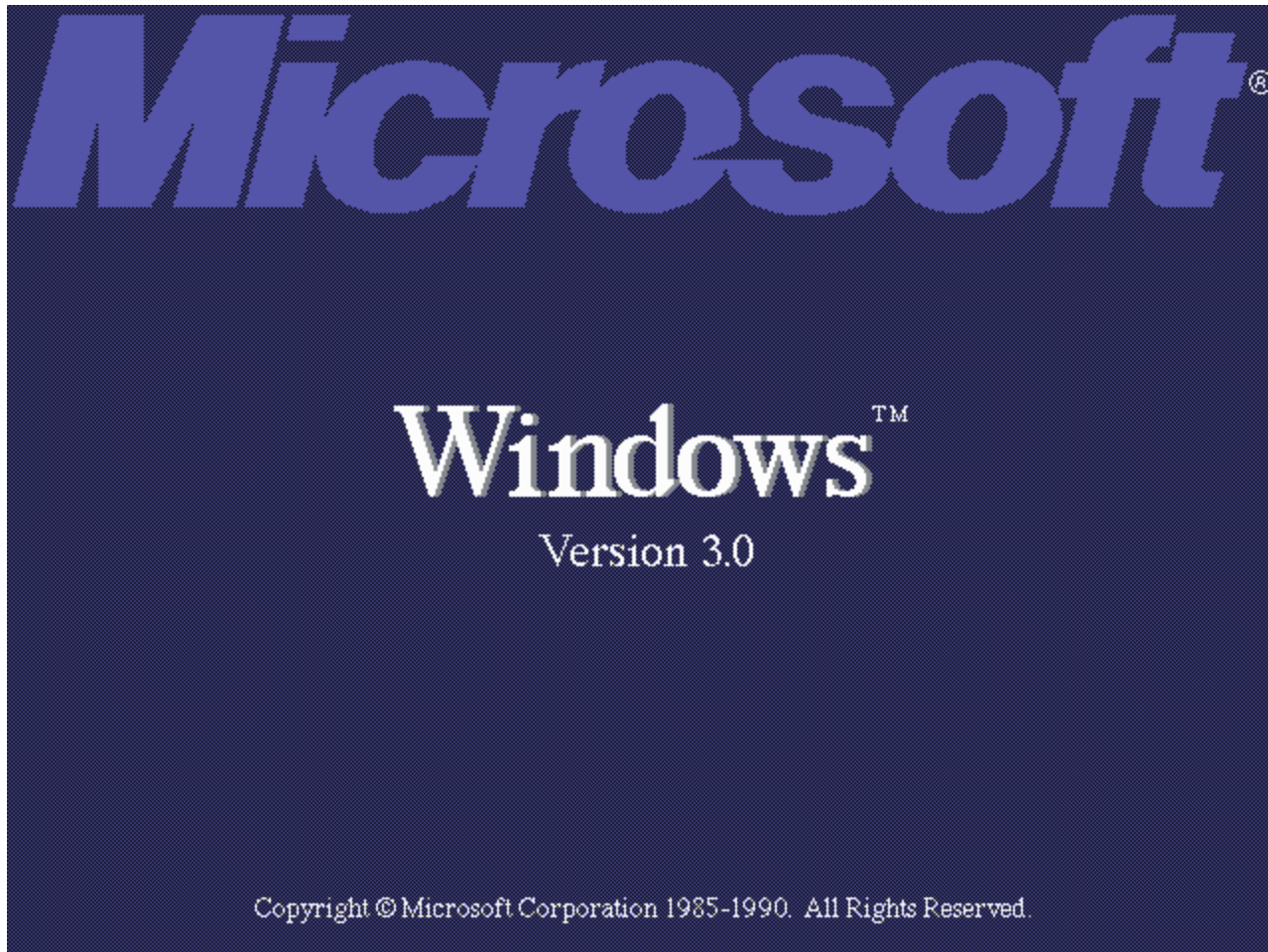
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“Soft Skills are a nice, warm & fuzzy thing...but we can’t afford to take our managers away from their real work.”

“Soft Skills Are the Software That Runs Your Business”



How to Apply this: Finding and Using Analogies

- “Hmmm...that was interesting...what could this be an analogy for?”
- “Hmmm...what’s this like?”
- “What’s the take away message here?”
- “What’s the theme of this experience?”





“Because the dog owners don’t understand canine nature, they bring out the worst in their dog. Because he understands what makes dogs tick—i.e. ‘canine nature’—he brings out the best in them.”




“Because the dog owners don’t understand canine nature, they bring out the worst in their dog. Because he understands what makes dogs tick—i.e. ‘canine nature’—he brings out the best in them.”



“The problem isn’t with the dog; it’s with the owner.”



“The problem isn’t with the person who is being judged, it’s with the person judging the other person as being ‘wrong’ or ‘defective.’”



**“Hmm...what’s this like?
Where else does this
phenomenon happen?”**

**“The problem isn’t with the
person being judged, it’s with
the person judging the other
person as being ‘wrong’ or
‘defective.’”**

“Hmm...it’s sort of like when...”

- Leaders & “Disengaged” And “Entitled” Workforce
- Customer Service Professionals & “Difficult Customers”

Also an example of where you can use an analogy to...

You Will Learn

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4. Challenge people w/o being confrontational

Review: Finding and Using Analogies

- “Hmmm...that was interesting...what could this be analogy for?”
- “Hmmm...what’s this like?”
- “What’s the take away message here?”
- “What’s the theme of this experience?”



Start Collecting Analogies Today!



To Make Your Points “Sticky”, Use...

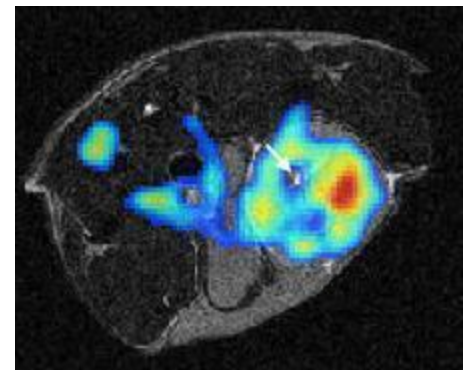
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- 2. Analogies**
3. Cool scientific research

To Make Your Points “Sticky”, Use...

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The Ultimatum Game and the Desire for Justice

“When it comes to justice, emotions trump reason.”



Indifference, Disrespect, and Retribution

or...

**“What you can learn from doctors who
get sued and those who don’t.”**

**“What you can learn from doctors
who get sued and those who don’t.”**

Who Gets Sued and Who Doesn't

1. **Attitude, not skill, was the determining factor.**
2. **All they went on was voice tone...**
3. **The “Malpractice Kiss of Death” = Dominance + Lack of Concern**



Research on cultural norms revealed that revenge and retaliation (negative reciprocity) were found in all cultures.

Source: Brown, D.E. 1991. Human Universals. New York: McGraw-Hill

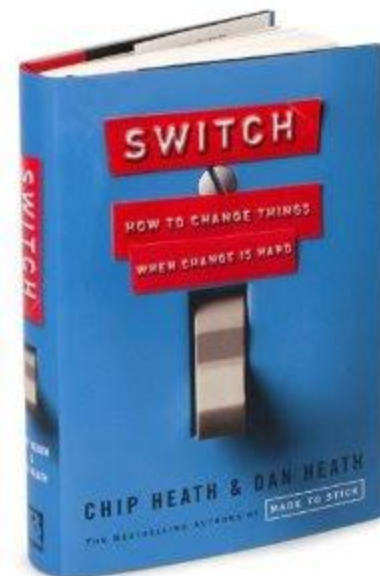
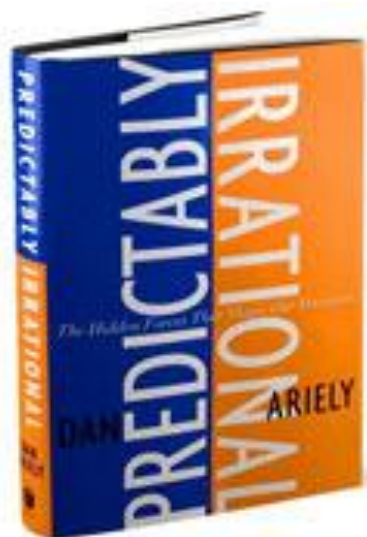
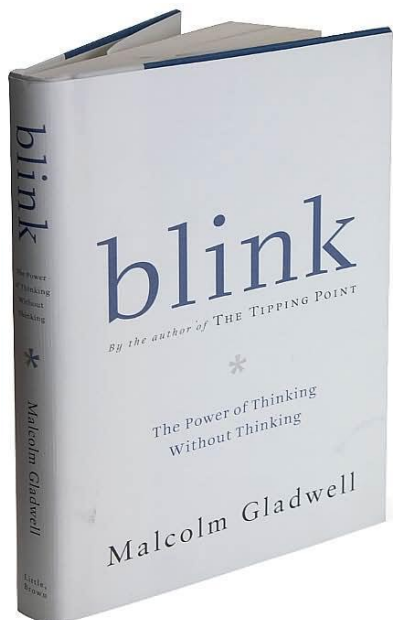
Cool Scientific Research



Implications For The Workplace

To Make Your Points “Sticky”, Use...

1. Illustration, Explanation, and Impact Stories
2. Analogies
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Storytelling

The background is a deep blue gradient. From the bottom center, a bright white light source emits numerous rays of light that fan out towards the top corners. These rays are semi-transparent, allowing the underlying star pattern to be visible. The entire background is peppered with small, white, out-of-focus stars of varying sizes, creating a cosmic or night sky effect.

How to Use Stories to Challenge Without Being Confrontational

How to Use Stories (and Analogies) to Challenge Without Being Confrontational

1. “So I said to him _____” stories.

“There is nothing to defend against. It’s just a story.”

Take it in,
connect,
reflect, and
change

Just enjoy as
a story

How to Use Stories (and Analogies) to Challenge Without Being Confrontational

1. “So I said to him _____” stories.
2. Analogies (e.g. the Dog Whisperer, Win 3.0)
3. “I didn’t think I could...but I did!” stories
4. Perspective Change Stories

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We Covered...

1. Apply storytelling in the world of business.

2. Where & Why

3. Make your ideas & presentations “sticky”

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4. Challenge people w/o being confrontational

More specifically...

1. How to use a story to open your talk.
2. How to connect the listener more deeply using connecting phrases.
3. All the different ways you can use storytelling in business.

4. How to find and use Illustration, Explanation, and Impact stories to make your ideas and presentations more “sticky.”
5. How and why to use cool scientific research to add impact.

6. How to find and use analogies...
7. How to use stories (and analogies) to help someone change their perspective and confront their limiting beliefs and attitudes w/o being confrontational.

However....



So Now What?

1. Go to www.StoriesThatChange.com to sign up for resources and supplemental handouts, story links, follow-up webinars, etc.
2. Pick up the Infoline
3. Start noticing interesting experiences and asking “Hmm...how could I use this as a teaching story?” and “Hmmm...what’s this like?”



So Now What?

4. Catalogue them immediately. Don't let them evaporate.

Key words and phrases	Story
Customer service, trust, how to get customers to chill and not hassle you	The tram worker in Melbourne
Analogy, divergent thinking, simile	Cyrus McCormack noted that grain is like the hair on a person's head. Mechanical clippers could be used to clip hair, why not grain? Origin of grain reaper. Martindale: "the creative physicist, for example, seems to think, talk, and behave more like a creative poet than like an uncreative physicist." Chapter 13. Martindale in Glover, John et al, Handbook of Creativity, 1989.
Power of perspective	<u>Jan</u> feeling plagued by her upcoming conversation with Eddie, who was acquired in a merger. He has a really bad attitude and rude behavior. At first, she was focusing on how she imagines he would be badmouthing her work to his friends over beers, saying how stupid the whole coaching and dialogue thing was. She found herself feeling judgmental toward him and wanted to get into a more spacious place when they met to discuss his coaching plan. As we talked about it, she said that she felt so protective of their culture, she didn't want to try to help him stay, <u>because</u> she was worried he would pollute them. When I said that her job wasn't to get him to stay...it was to make the truth clear...to make what was the best option

For More Info, The Notes, Tip Sheets And About
The Follow-up Webinars...

David@HumanNatureAtWork.com

207-571-9898

www.StoriesThatChange.com

