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?
Learn to Tune Your Brain
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

“You can probably think of examples right now of conversations you know you need to have, and are avoiding...”
“You can probably think of examples right now of conversations you know you need to have, and are avoiding...”
Advanced Storytelling Technique: Connecting Phrases

“"You can probably think of examples right now of conversations you know you need to have, and are avoiding..."
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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Where & Why & How
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...

1. Offer a Powerful Analogy That I, E, and D’s...

2. Directly Illustrate, Explain and Dramatize
Illustration, Explanation, and Impact Stories That...

1. Offer a Powerful Analogy That I, E, and D’s...

2. Directly Illustrate, Explain and Dramatize
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

1. Make your ideas & presentations “sticky”
You can use...

- Illustration, Explanation, and Impact Stories
- Analogies
- Cool scientific research
“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”
You Will Learn

1. Apply storytelling in the world of business.

2. Where & Why

3. Make your ideas & presentations “sticky”
   - Easier to understand
   - Pack a bigger punch
   - More memorable
   - More likely to make a difference

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...

1. Illustration, Explanation, and Impact Stories

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.

Cool Scientific Research

Implications For The Workplace
To Make Your Points “Sticky”, Use...

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Storytelling
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
You Will Learn

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We Covered...

1. Apply storytelling in the world of business.

2. Where & Why

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

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