



**stories
that
speak**

Why Use Stories in Business?

A great story has a great core, a simple core that is conveyed quickly and effectively.

Stories get to the compelling essence of your uniqueness and why people would do business with you.

Stories work to :

- Have you stand out as unique and worthwhile
- Build bridges, to communicate effectively, externally and internally
- Be known and remembered, to increase results
- Support plans and strategies to be carried out accurately
- Improve staff performance



Reach Wider Audiences

Great story telling, with a clear model and a memorable metaphor, appeals across the senses.

We are diverse in our ways of absorbing, understanding, and acting on information; with preferences across visual, aural, and tactile communication.

Stories are an effective and engaging communication in a time of information overload. **A great story can be recalled, retold, remembered in an instant.**

No surprise people are turning in droves to the social networks of the Internet for their information; it's the place to find a good story.

Alan Kay, now vice president at Walt Disney, has said:
"Why was Solomon recognised as the wisest man in the world? Because he knew more stories (proverbs) than anyone else. Scratch the surface in a typical boardroom and we're all just cavemen with briefcases, hungry for a wise person to tell us stories."

Stories speak to both parts of the human mind - its reason and emotion. Stories provide a tool for articulating and focusing vision.

Stories provide a medium of communication, both internally within an organisation and externally to customers, potential customers, business partners, business rivals, investors, and others... stories provide a powerful tool for capturing and leveraging knowledge, one that is complementary to logical thinking, what we think of as "just the facts."

*From Introduction to Corporate Storytelling
by Hillary McLellan*

Reframe Drama

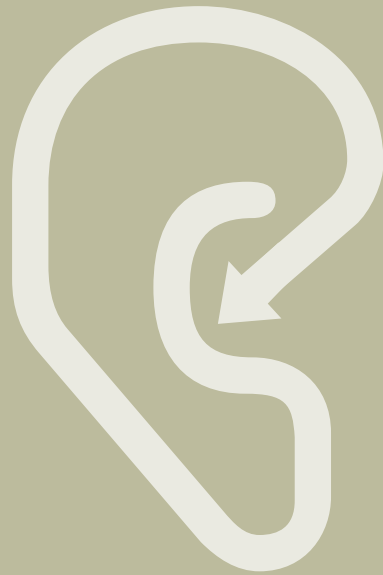
In the early 21st century, our business, our political and our academic worlds have become very rigidly and intellectually defined.

Too often, we are flat lining in business and in life.

We've weeded out the drama, become clinical, analytical to the degree that the X factor for success and happiness is lost.

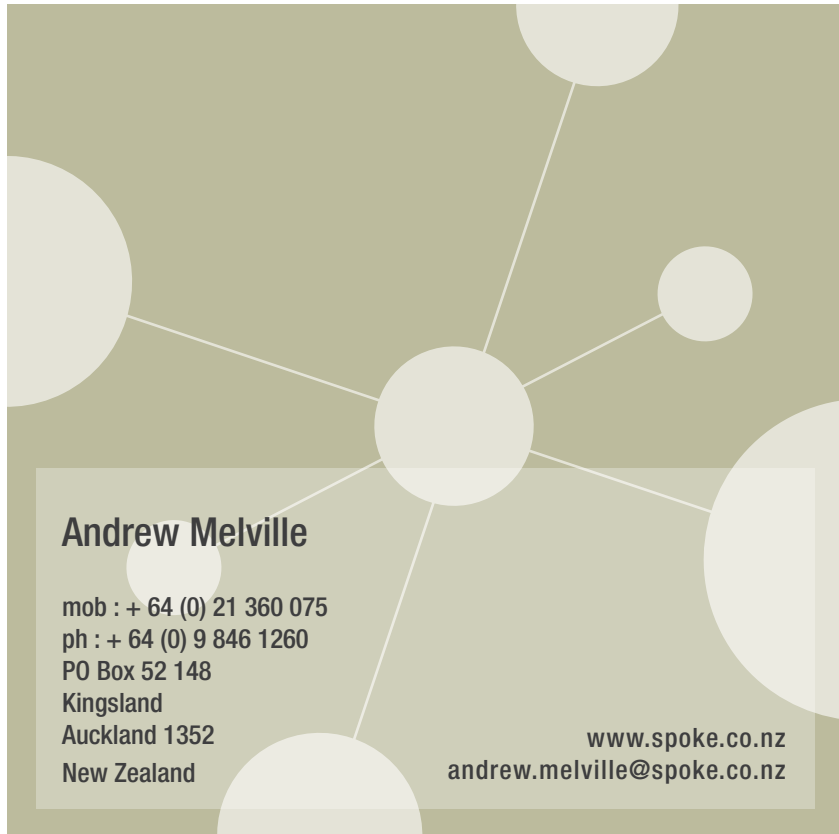
Look to any great business leader and you'll find drama;

Richard Branson
Donald Trump
Steve Jobs



The Seven Keys to Effective Storytelling :

- ① **Characters :** People as large as life are central
- ② **Transformation :** People end up somewhere different from where they started
- ③ **Unexpected :** The Extra-ordinary, step out, seek the unusual
- ④ **Risk :** The main characters have been at risk
- ⑤ **Human :** Convey vulnerability and strength
- ⑥ **Passion :** A theme of actions that go beyond being careful and calculated
- ⑦ **Relatedness :** The listener/reader/viewer can see themselves or people they know in the story



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How do we get people to act on our ideas?

We tell stories.

Fire fighters naturally swap stories after every fire, and by doing so they multiply their experience... they have a richer, more complete mental catalogue of critical experiences they might confront.

From Made to Stick
by Chip and Dan Heath

Spoke conducts workshops for groups and one on one mentoring sessions to cut to the quick of your story.

Clients have experienced dramatic breakthroughs in effective communication ranging from nailing their elevator pitch to articulating their key values and vision.

