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Storytelling in Business

How can you make it work for you?



David Beckett

29 Countries

TRAINED 32,000+ PEOPLE

























Pitchy

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Common advice on
HOW TO PRESENT WELL
“Just go up and
TELL A STORY”
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Stories are a great way of

MAKING YOUR MESSAGE STICK

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Karen Eber

THE PERFECT STORY

Storytelling dynamically **engages emotions** and **increases trust** in the storyteller. As you listen to stories, you gain **empathy** for the storyteller, particularly when sensing their **vulnerability**.

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Presentation is not always **STORYTELLING**



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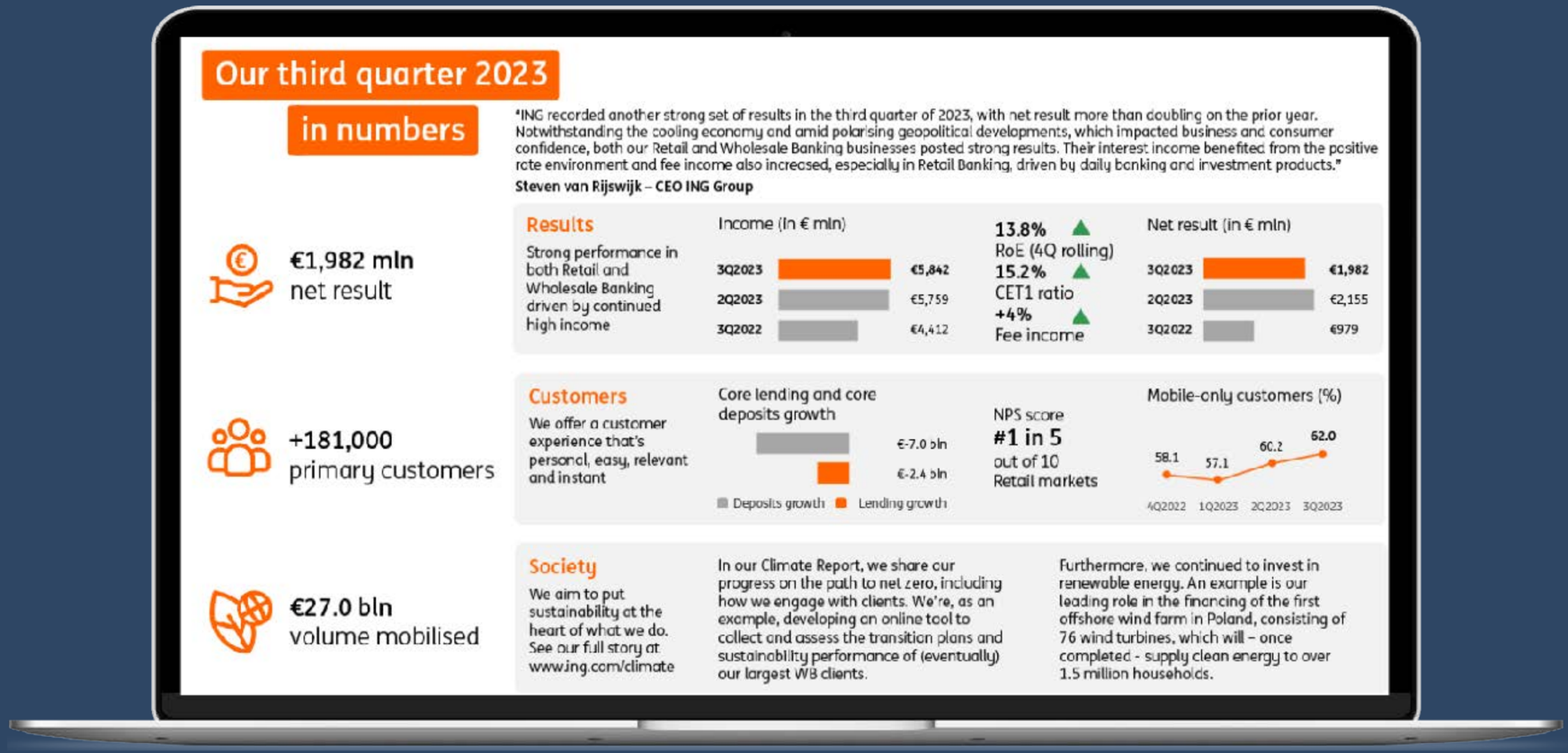
Storytelling when explaining

QUARTERLY RESULTS? No...



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Storytelling in **BUSINESS**



What is Storytelling?



When to use Storytelling?



Resources to improve

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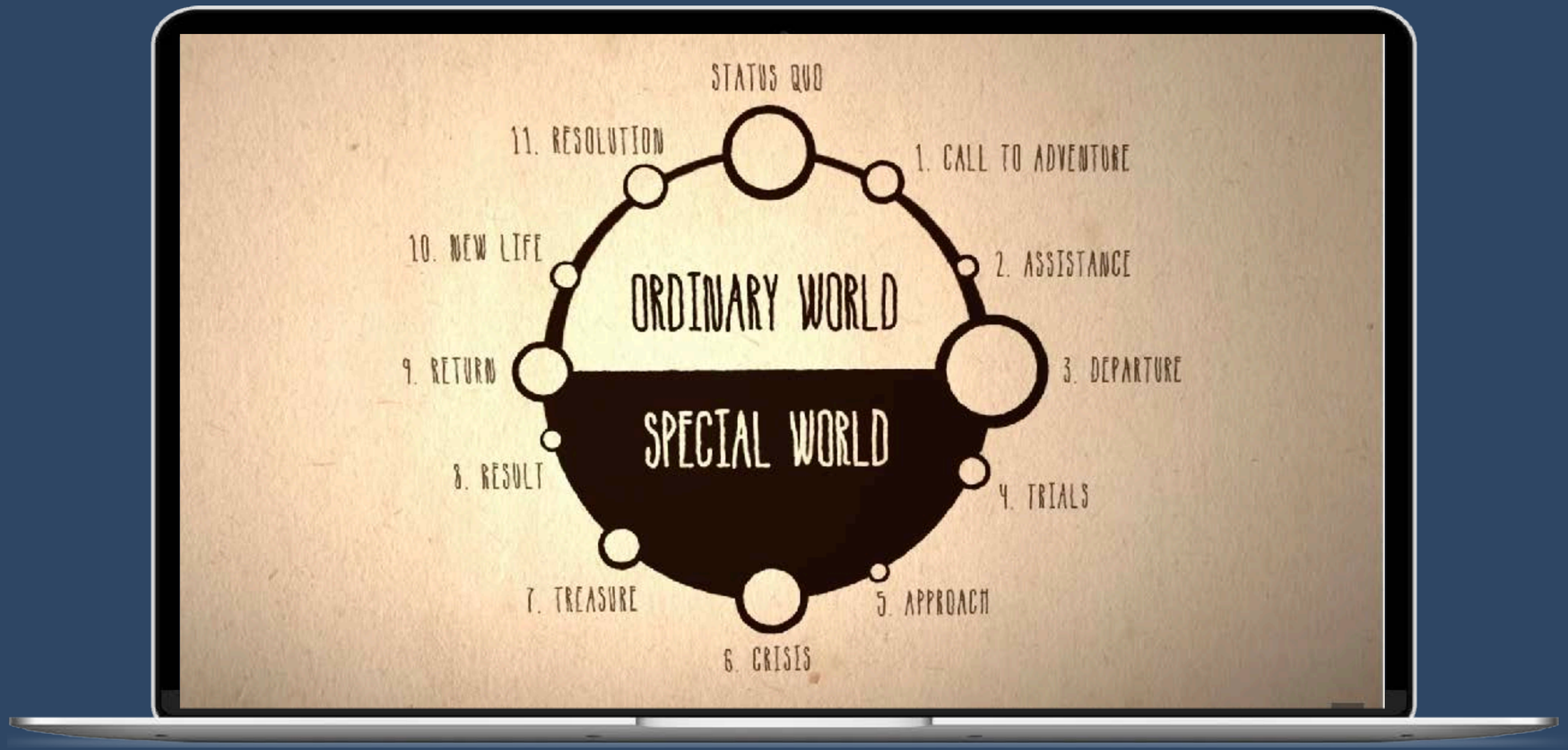
Classic Storytelling
FRAMEWORK



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THE HERO'S JOURNEY

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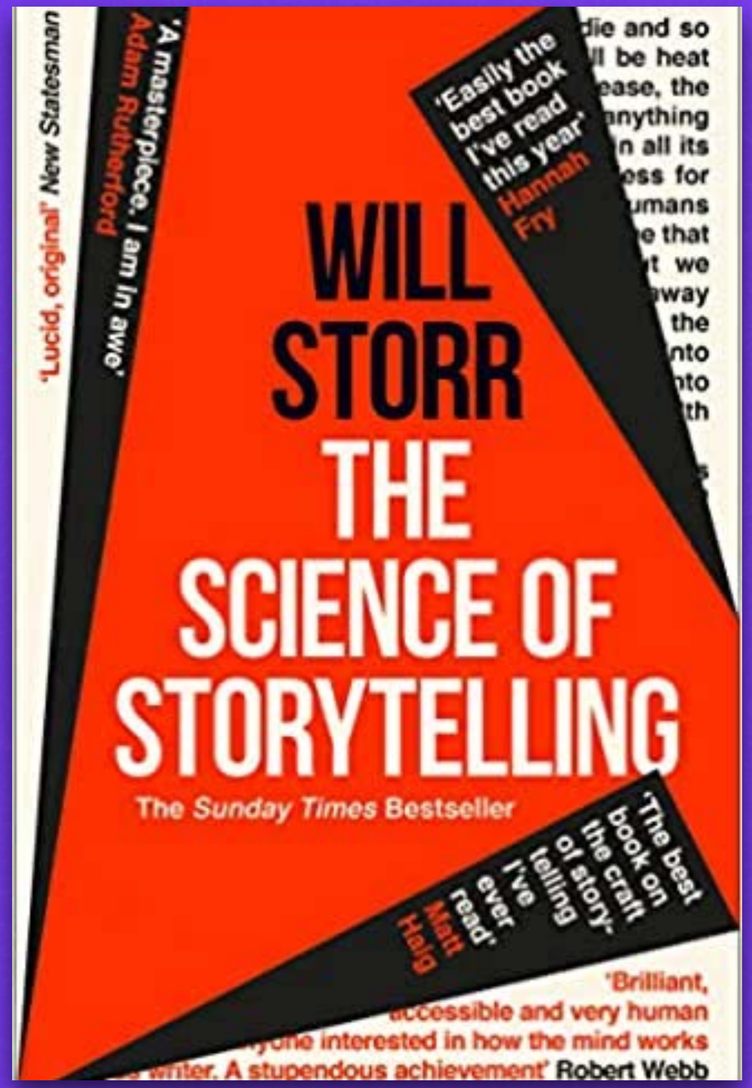

RECOMMENDED READING

TEDx Talk

bit.ly/b3mstory

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Every story contains

THE DRAMATIC QUESTION

WHO ARE YOU?

How did that get **challenged**?

What **happened** as a **result**?

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Every story contains **TRANSITION**

The way things are **every** day

How they **changed/** went wrong

What **happened** next: **resolution?**

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“Thanks for the theory, David…

BUT NOW WHAT?”



Examples of the
theory in **action**

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Every story contains **TRANSITION**

The way things are **every** day

How they **changed/** went wrong

What **happened** next: **resolution?**

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Present
CUSTOMER STORIES
What was your **customer** able to **do** as a **result** of your work?
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Presenting the **TRANSITION**

The **problem** they faced when things **changed**

What **we did** to help them **solve** the **problem**

What **improved** for the **customer**

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Presenting the **TRANSITION**

Quantified Problem

Brief Solution

Quantified Result

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Quantify
THE PROBLEM



mobypark

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The Problem
WITH PARKING



20 MINUTES



30%



1 YEAR

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Make the problem
HUMAN



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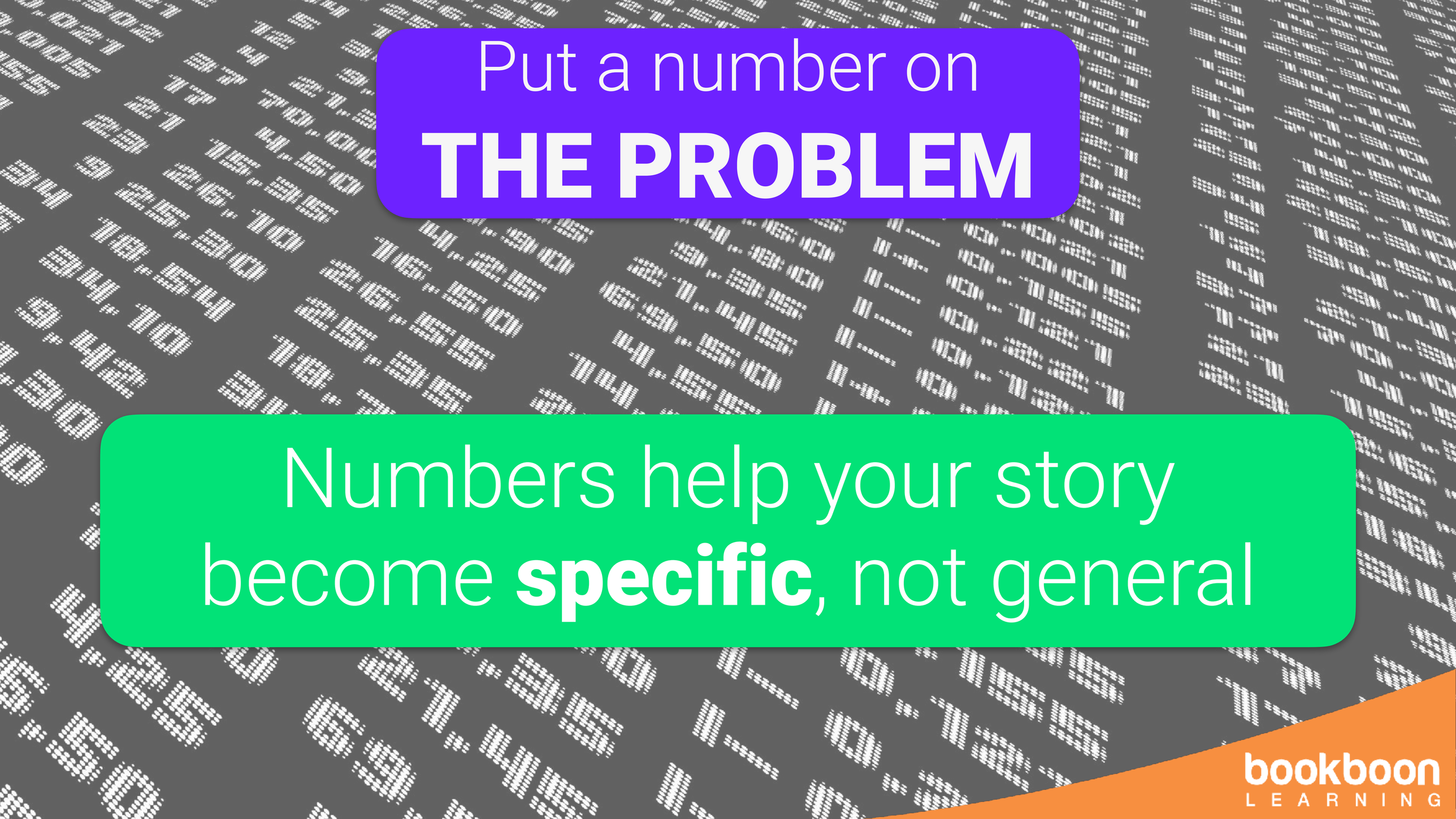
Put a number on
THE PROBLEM
Numbers help your story become specific, not general
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Quantify
THE RESULT
How much improvement
did you the customer experience?
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Present the answer to
THE DRAMATIC QUESTION
WHO ARE YOU? (as a company)
What are the people like?
Why should I believe they can help me?
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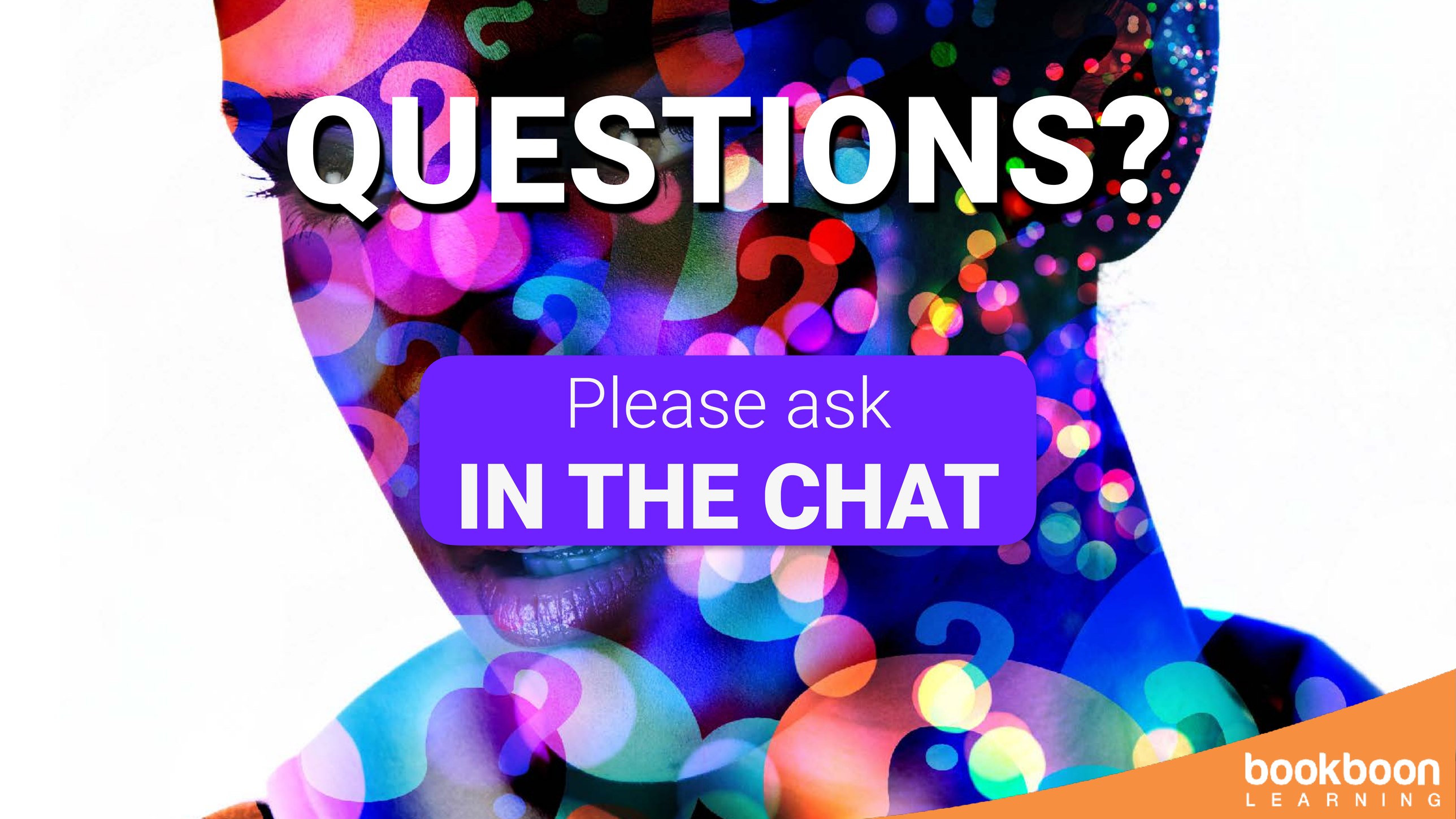

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When to use Storytelling?



Resources to improve

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Kick off meeting,
OFF-SITE, YEAR START

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Conference Talk

INSPIRE, NOT SELL

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Landmark
PRODUCT LAUNCH

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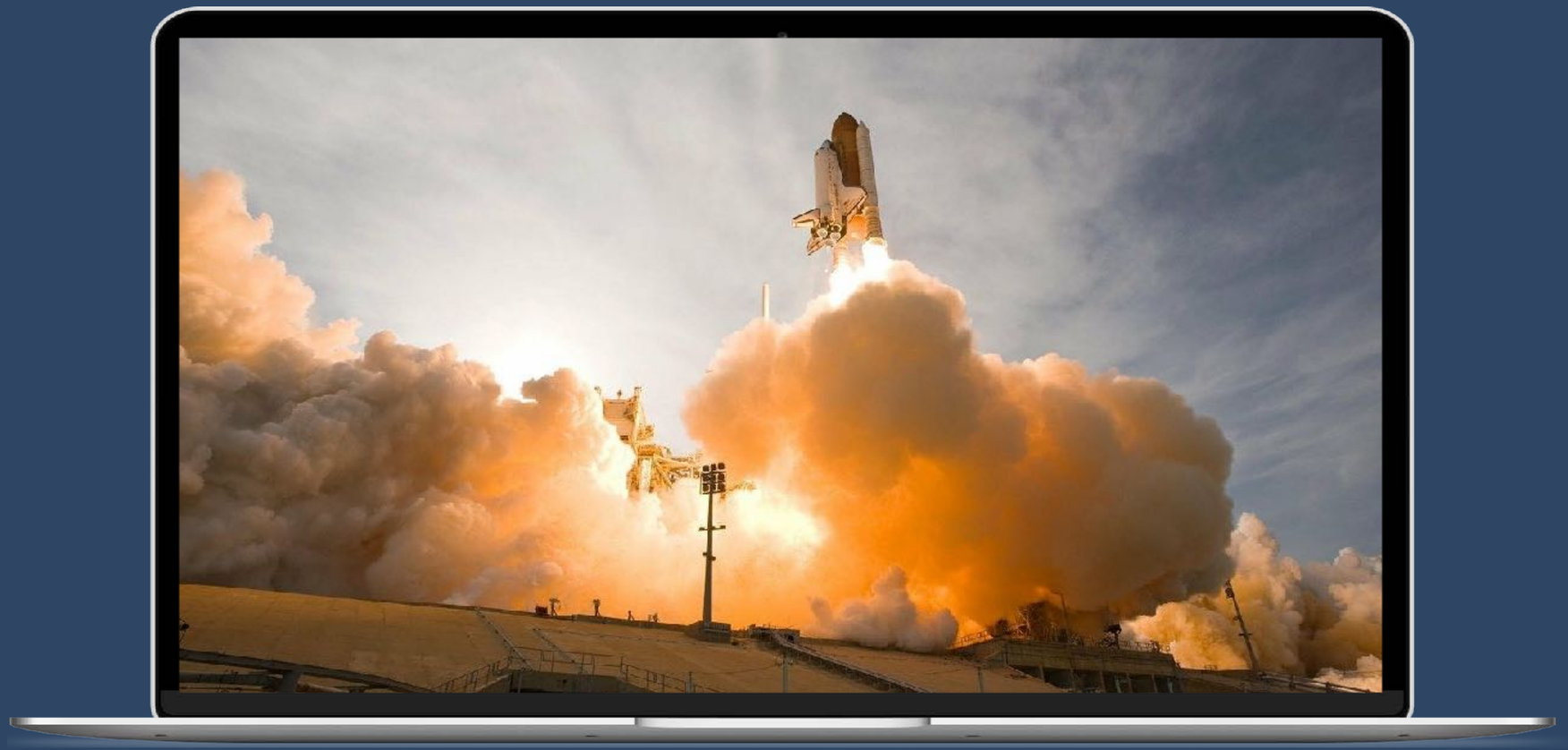
A concrete example of **STORYTELLING**



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The first 20 seconds buys

ATTENTION

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Is this person ***professional?***

Do I ***want*** *to know more?*

Do I ***need*** *to know more?*



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Ryan Pandya (US)

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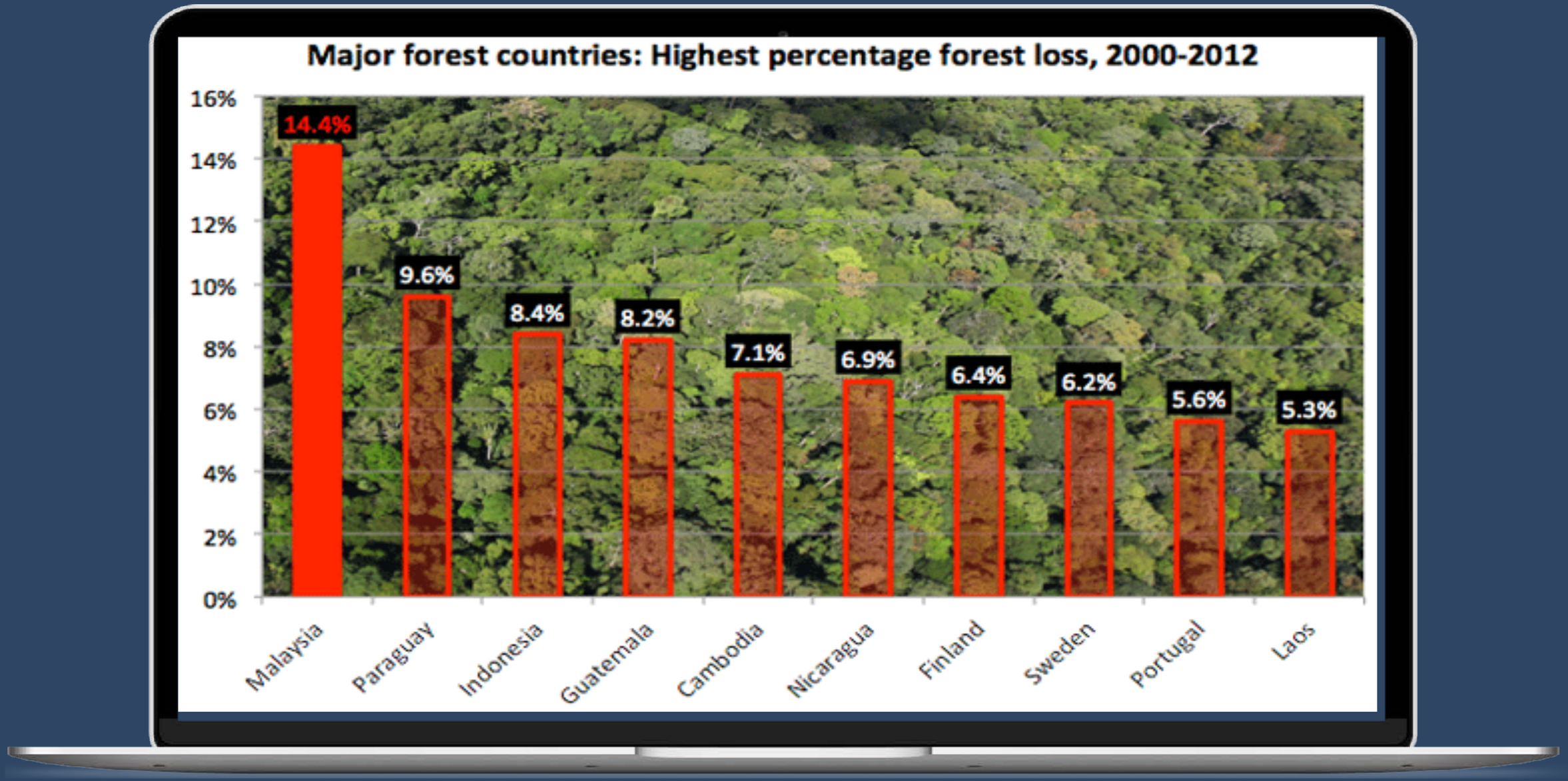

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PROTEINS!



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At Muufri, we make **Milk Without Cows**

RYAN PANDYA

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THE WALL STREET JOURNAL.

◆ WSJ NEWS EXCLUSIVE | BUSINESS

Alternative-Milk Company Perfect Day Raises $350 Million, Prepares for IPO

Food-tech startup advised by Leonardo DiCaprio is valued at roughly $1.5 billion

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A presentation can be a
TURNING POINT
IN YOUR LIFE
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Storytelling in **BUSINESS**



What is Storytelling?



When to use Storytelling?



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TEDx talk

NANCY DUARTE



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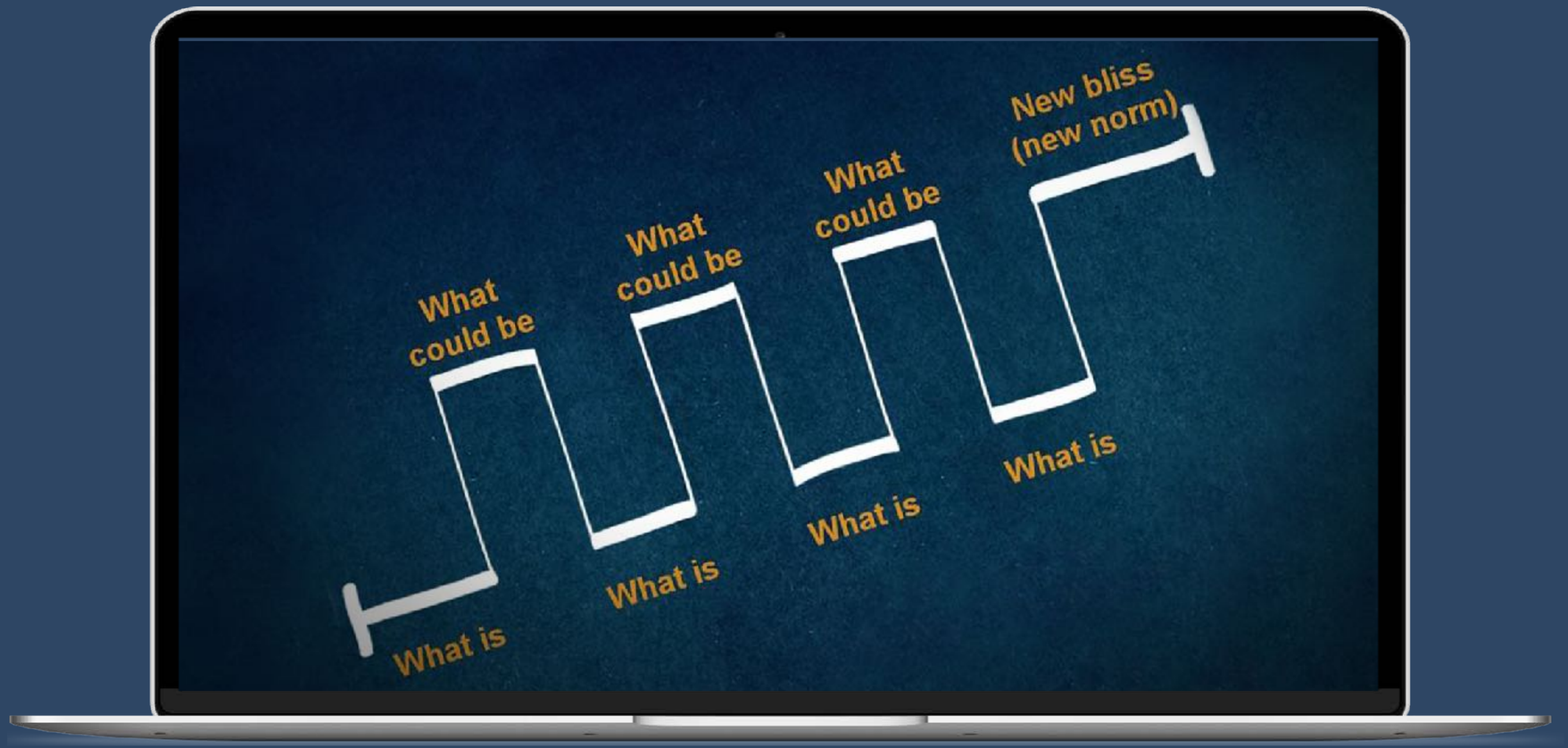
The shape
OF GREAT TALKS



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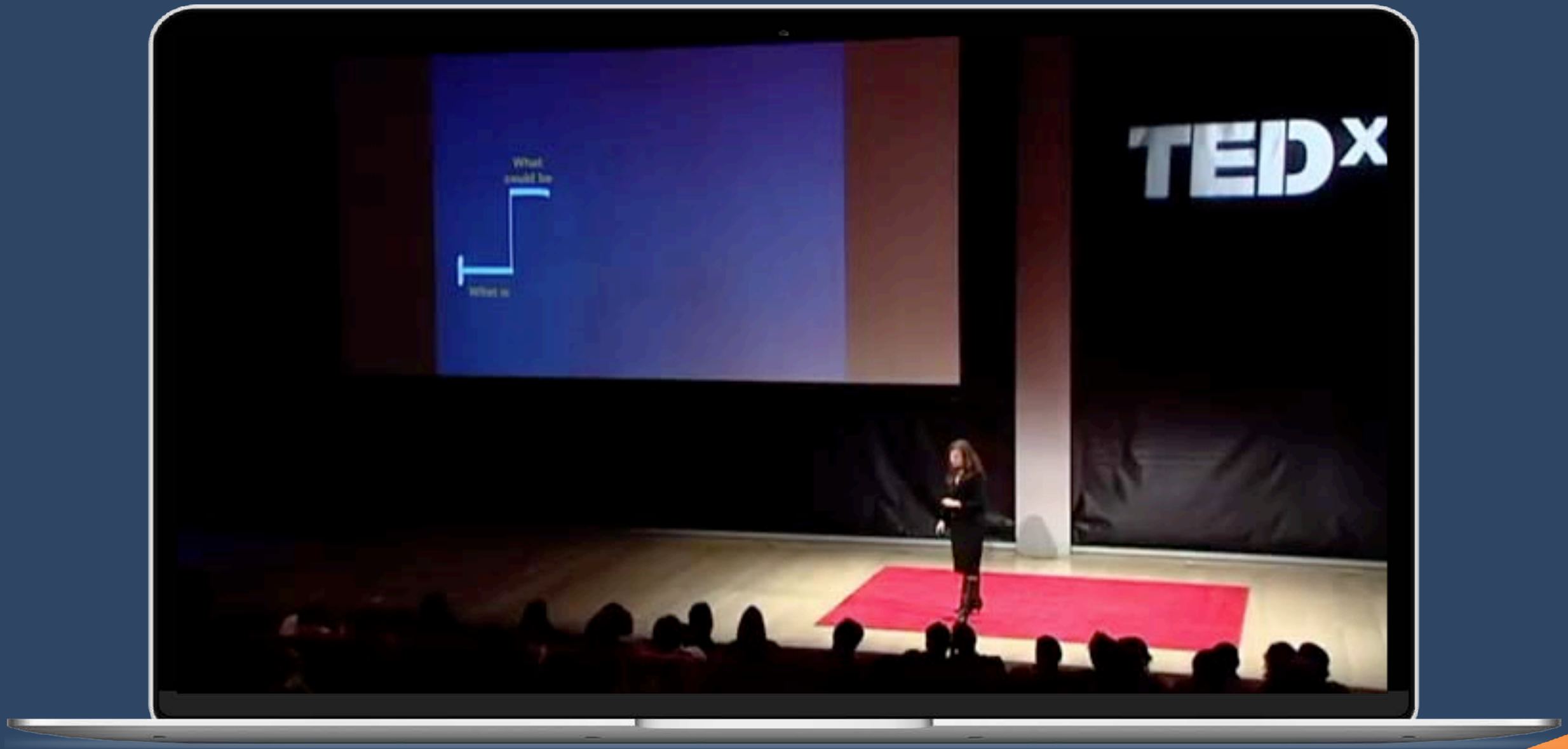

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“Thanks for the theory, David…

BUT NOW WHAT?”



Simple example of
‘The Gap’ story

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Describing the
GAP IN DESIRE & SUPPLY

Cyan Reef

Impact Investing Platform

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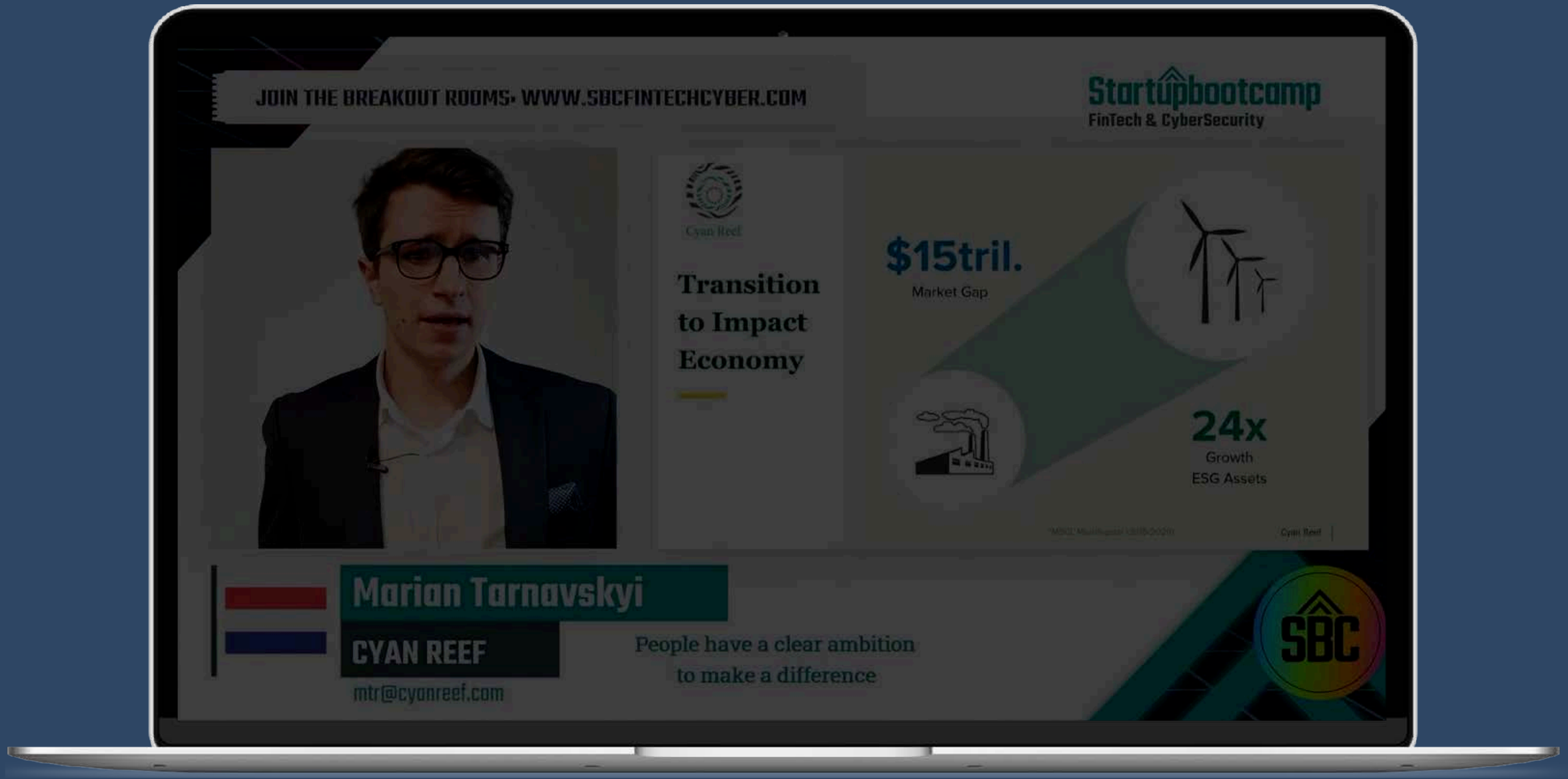

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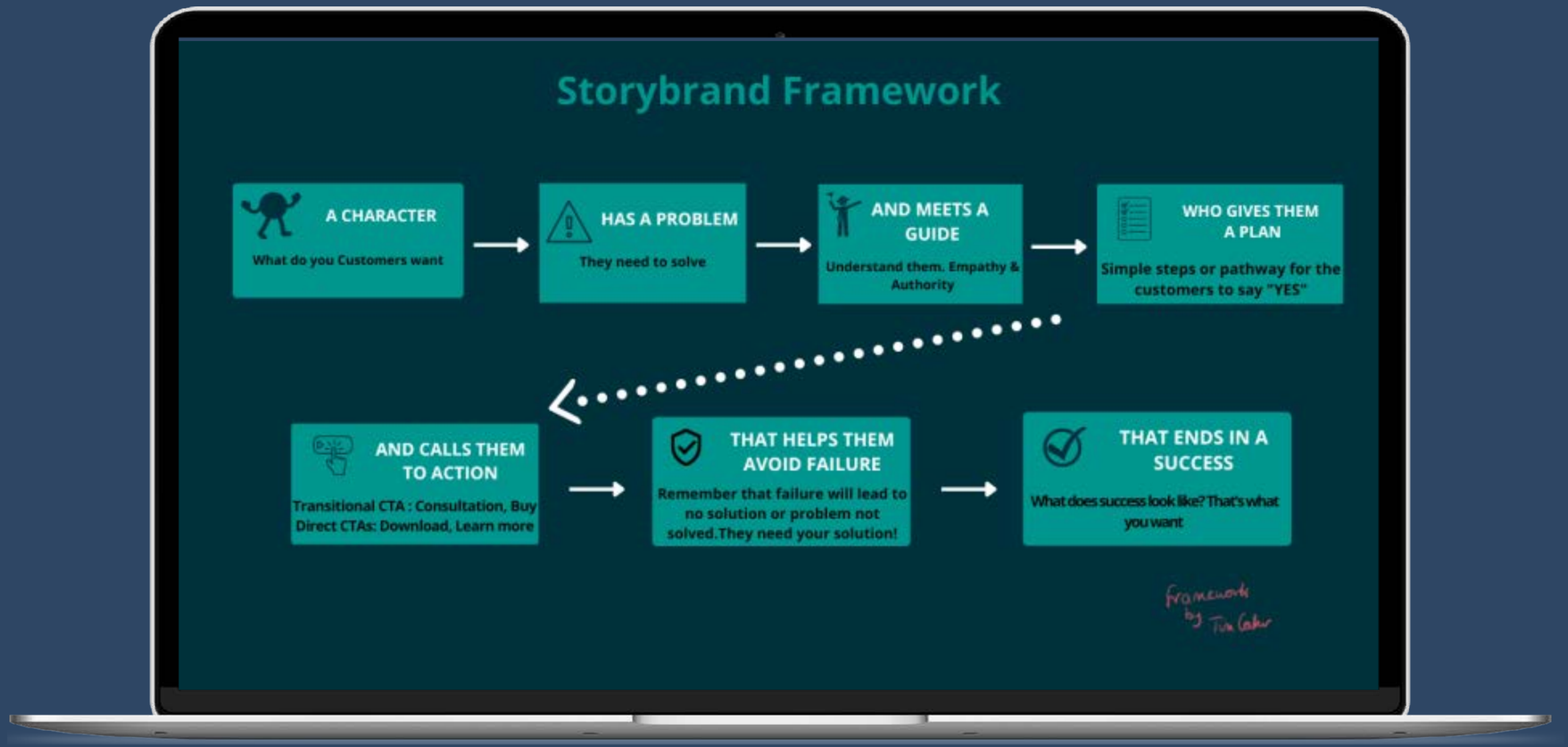
Donald Miller
STORYBRAND



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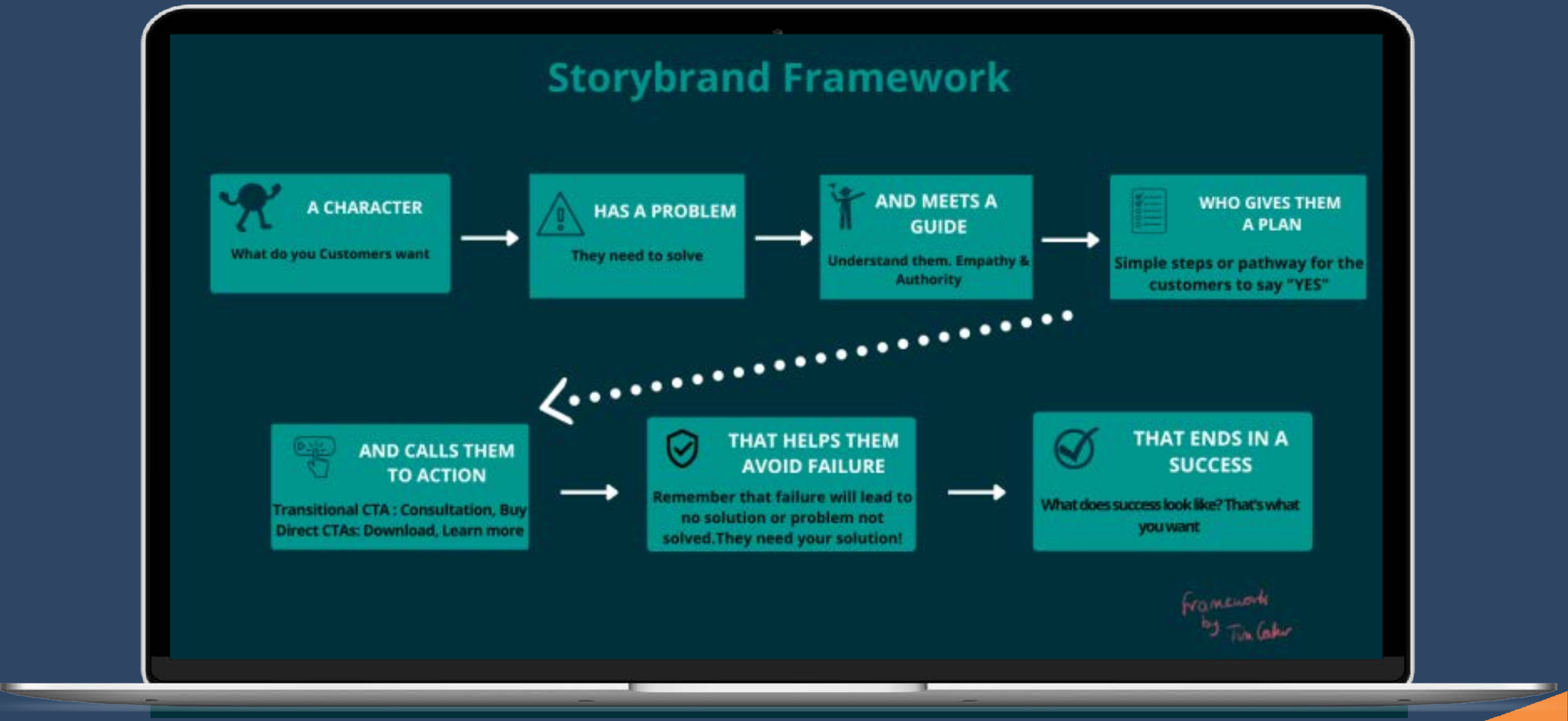

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THE ART OF MOVIE STORYTELLING

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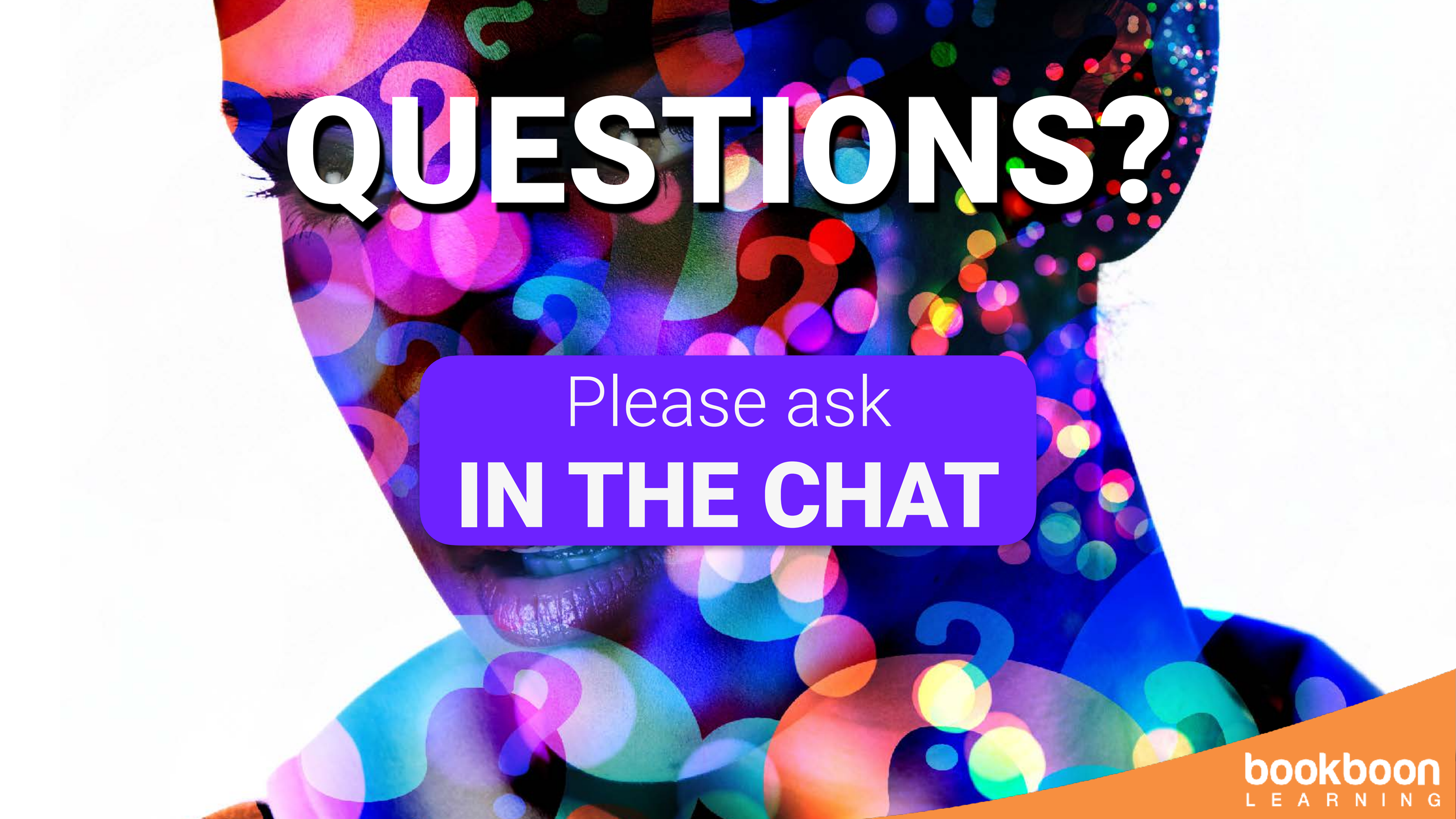

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All the workshop **SLIDES**



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David Beckett

Pitch Coach, TEDx speech coach, creator of The Pitch Canvas©



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