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# David Beckett

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Minutes

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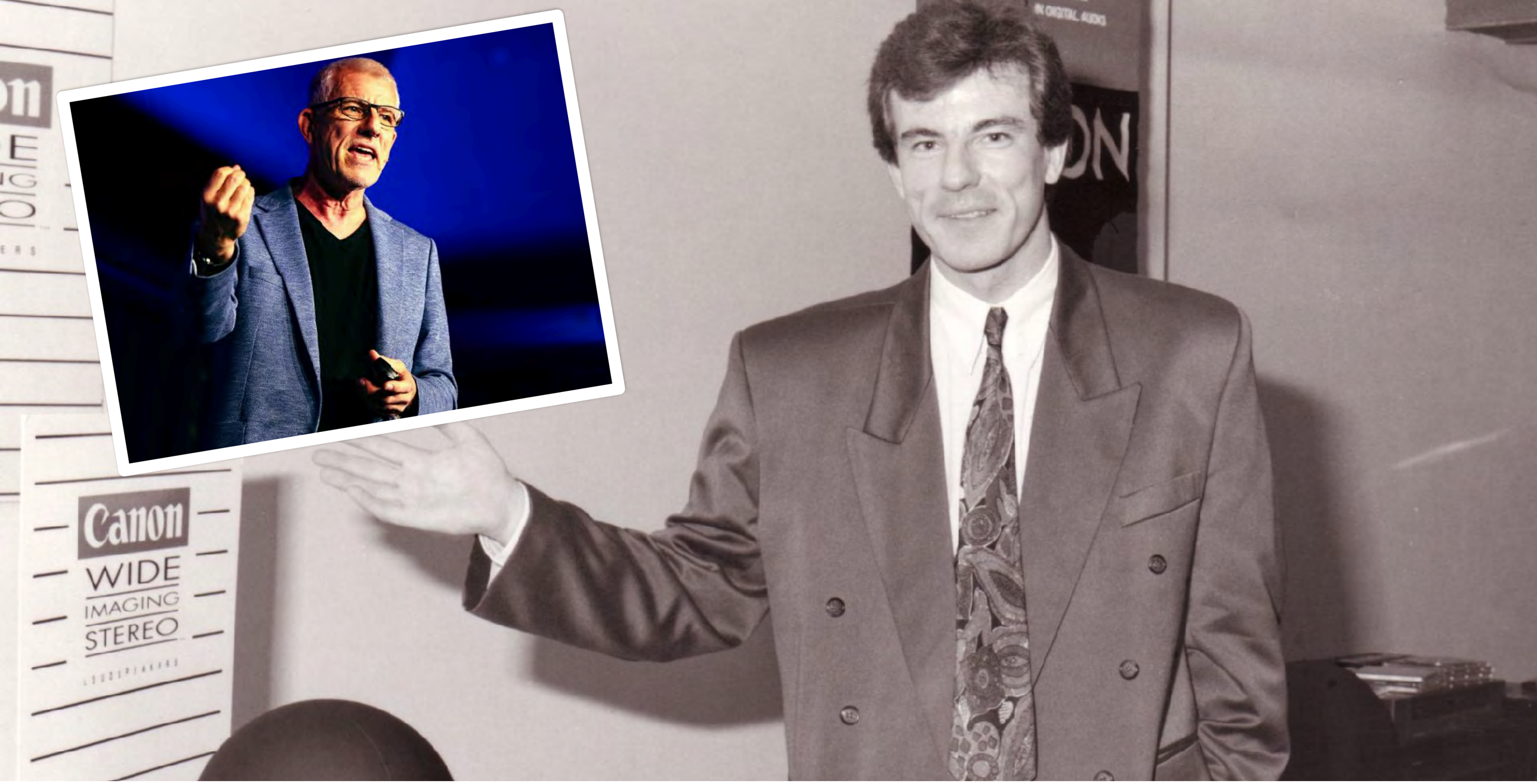
# CERN, AMSTERDAM, MUNICH




We are all trying to
CONVINCE BUSY PEOPLE


Canon
WIDE
IMAGING
STEREO


GREAT IDEAS
NEED A VOICE


Theme of the session
STORYTELLING



# Does Storytelling work
# IN REAL DAILY BUSINESS?



# This is a **DO** session

not just a 'think' session

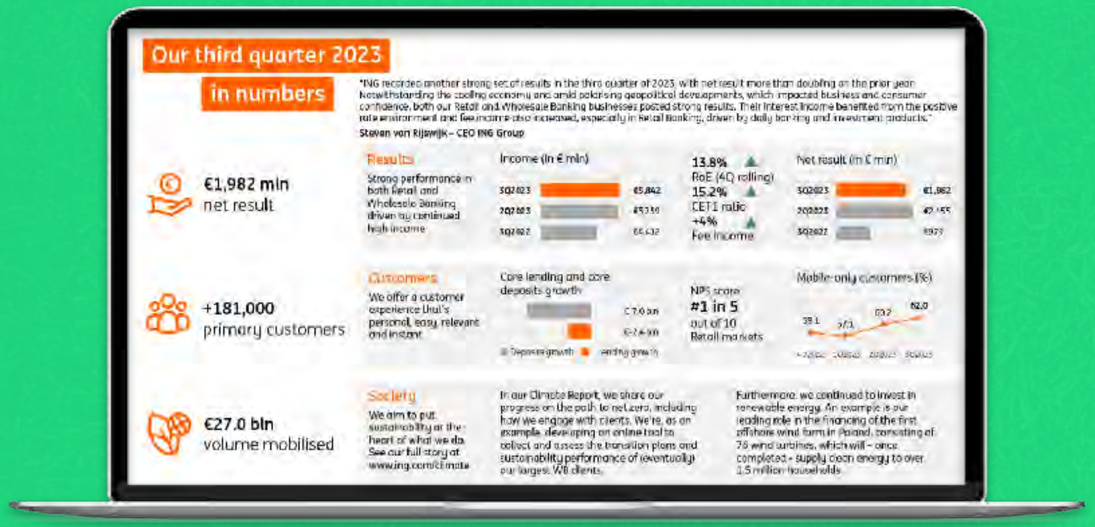


# ACTION STEP

this means
I'm going to ask you
to **DO** something!


Why does
STORYTELLING WORK?

# Storytelling in Business is **ALL ABOUT CONTEXT**






**Quarterly results?**
Probably not…

'Here's a **new way** to look at our company'

# How do people **MAKE DECISIONS?**



**FACTS?**



**EMOTIONS?**

People make decisions based on emotions

**THEN LOOK FOR THE FACTS TO BACK THEM UP**





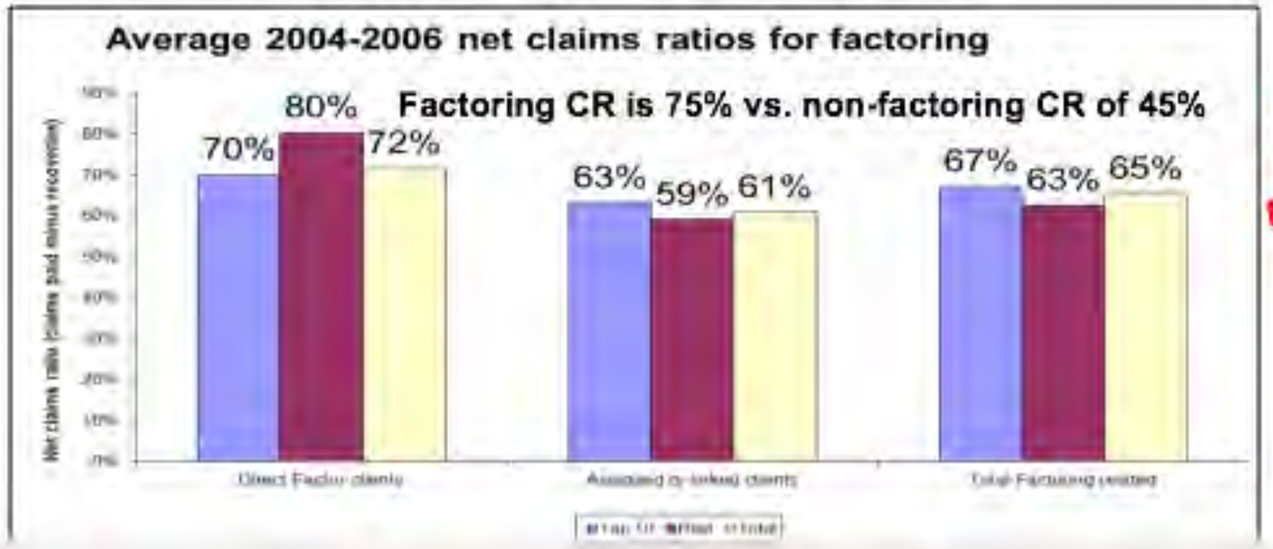
# Everyone in Business: Brain is **TECHNICALLY CLOSED**



# Pre-crisis our factoring linked business performed poorly

- Attractiveness of factors as clients were mixed due to high volumes and strong growth that were offset by high price pressure, very high claims ratio, heavy admin and TPE consumption

- This resulted in low appetite from CENSORED :-) to expand further into this market and subsequently caused weak positioning towards factoring market

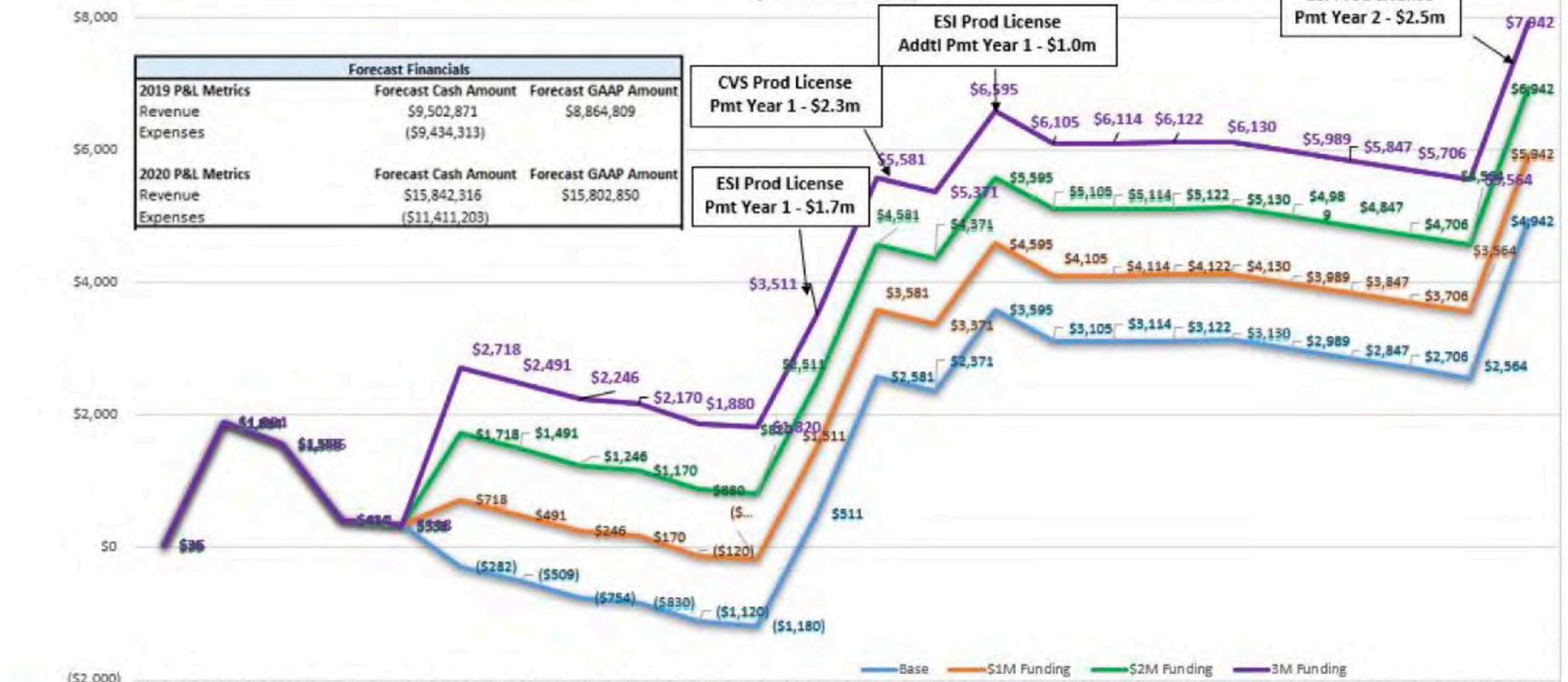



**Factoring claims ratios were almost double of the non-factoring claims ratios!**

ReactiveCore

# 2019-2020 Forecast Bank Balance with $1M, $2M or $3M Bridge Raise (in thousands)

Confidential




| Forecast Financials | | |
|---|---|---|
| 2019 P&L Metrics | Forecast Cash Amount | Forecast GAAP Amount |
| Revenue | $9,502,871 | $8,864,809 |
| Expenses | ($9,434,313) | |
| | | |
| 2020 P&L Metrics | Forecast Cash Amount | Forecast GAAP Amount |
| Revenue | $15,842,316 | $15,802,850 |
| Expenses | ($11,411,203) | |

| | Jan '19 | Feb '19 | Mar '19 | Apr '19 | May '19 | Jun '19 | Jul '19 | Aug '19 | Sep '19 | Oct '19 | Nov '19 | Dec '19 | Jan '20 | Feb '20 | Mar '20 | Apr '20 | May '20 | Jun '20 | Jul '20 | Aug '20 | Sep '20 | Oct '20 | Nov '20 | Dec '20 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Base | $36 | $1,884 | $1,566 | $414 | $338 | ($282) | ($509) | ($754) | ($830) | ($1,120 | ($1,180 | $511 | $2,581 | $2,371 | $3,595 | $3,105 | $3,114 | $3,122 | $3,130 | $2,989 | $2,847 | $2,706 | $2,564 | $4,942 |
| $1M Funding | $36 | $1,884 | $1,566 | $414 | $338 | $718 | $491 | $246 | $170 | ($120) | ($180) | $1,511 | $3,581 | $3,371 | $4,595 | $4,105 | $4,114 | $4,122 | $4,130 | $3,989 | $3,847 | $3,706 | $3,564 | $5,942 |
| $2M Funding | $36 | $1,884 | $1,566 | $414 | $338 | $1,718 | $1,491 | $1,246 | $1,170 | $880 | $820 | $2,511 | $4,581 | $4,371 | $5,595 | $5,105 | $5,114 | $5,122 | $5,130 | $4,989 | $4,847 | $4,706 | $4,564 | $6,942 |
| 3M Funding | $36 | $1,884 | $1,566 | $414 | $338 | $2,718 | $2,491 | $2,246 | $2,170 | $1,880 | $1,820 | $3,511 | $5,581 | $5,371 | $6,595 | $6,105 | $6,114 | $6,122 | $6,130 | $5,989 | $5,847 | $5,706 | $5,564 | $7,942 |

# The Brain closes when
# FACED WITH COMPLEXITY



You can

# UNLOCK THE BRAIN





# ACTION STEP

**Introduce** yourself to one other person

---

**30 seconds**

Tell about your **role**, what you do

**1 minute**

Tell them something about **YOU** that few people know

---

**Do this in pairs:**

**1st person** introduces for 1m:30s

I will re-set the clock - then the **2nd person** introduces for 1m:30s




# ACTION STEP

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You can

# UNLOCK THE BRAIN



# WITH A STORY

# A Story
# CREATES EMOTION

Empathy 

Happiness 

Frustration 

Laughter 

# A Story
# CREATES EMOTION & TRUST

Empathy 

Happiness 

Frustration 

Laughter 

 Trust

 Credibility

 Opportunity

# If I'm connected with this person/company I will

# SUCCEED & ACHIEVE



**TRUST**



**CREDIBILITY**



**OPPORTUNITY**



# WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What do **they** want to **achieve?**

What **holds them back** from achieving it?



# EVERY STORY NEEDS AN OBJECTIVE

What do we want
the **audience**
to **DO** as a **result**
of the story?

The **Value** of a Great Story is **measured** by what the **AUDIENCE DOES NEXT**


What are the key elements
OF STORYTELLING?

Great stories are

# PLANNED: PREPARED: TESTED








Great stories are

# TOLD: NOT REPORTED




We're not **reading** the News!

It's not just a **series of events**



Sometimes a story is as simple as an

# OBSERVATION TO LEARN FROM




I WAS ALSO WATCHING
THE OLYMPICS


Great stories
GET STARTED FAST


PITCH
TO
WIN
GERT VAN VUGT
CEO Sustainer Homes
SUSTAINER
HOMES
LIVE ANYWHERE

Great stories have

# A CLEAR STRUCTURE

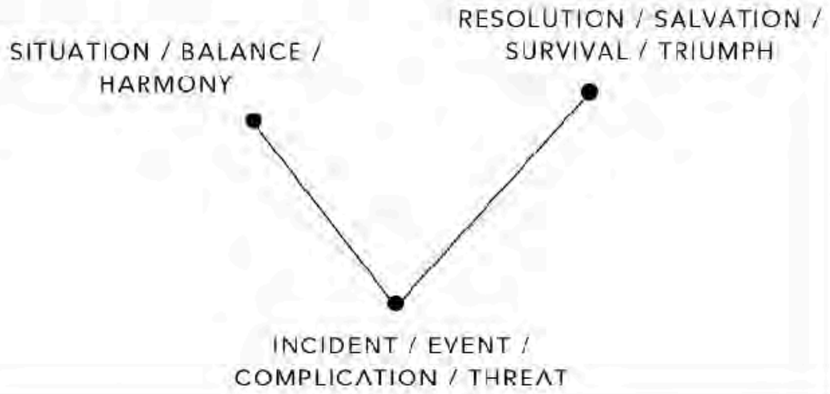


# BEGINNING, MIDDLE, END



## THE QUEST

*"HERO VS. VILLAIN"*



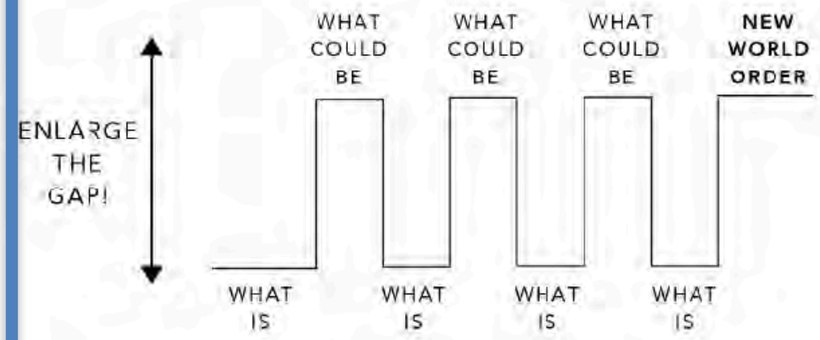

## THE REBIRTH

*"THE LEARNING JOURNEY"*



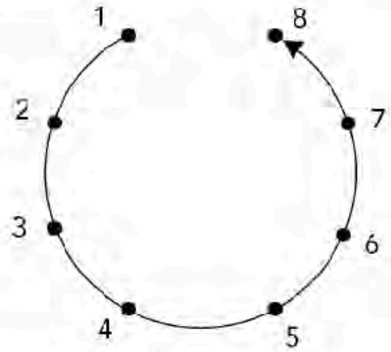

## THE VISION

*"WINNING PEOPLE OVER FOR A NEW IDEA"*



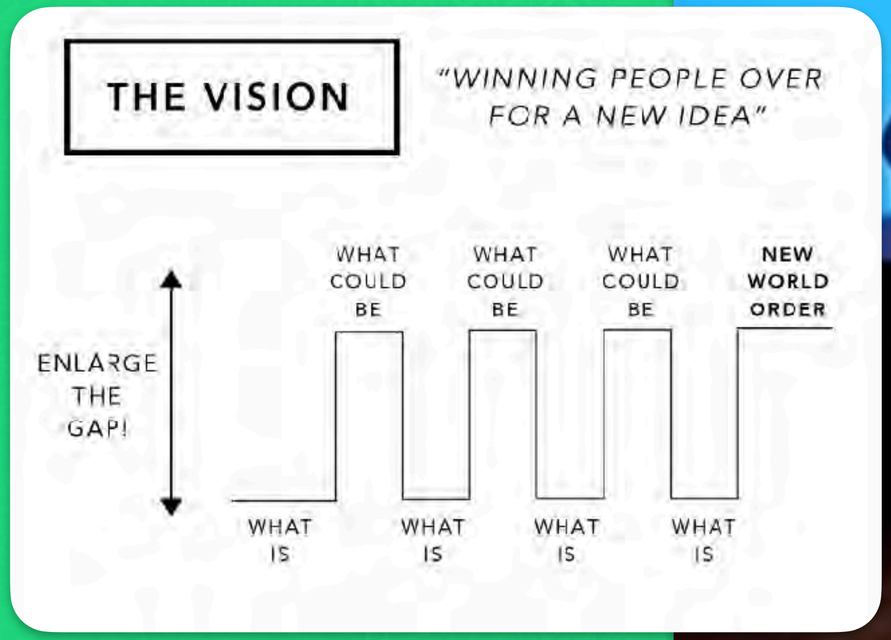

## THE INSIGHT

*"PRESENTING CONCEPTS IN A STRUCTURED WAY"*

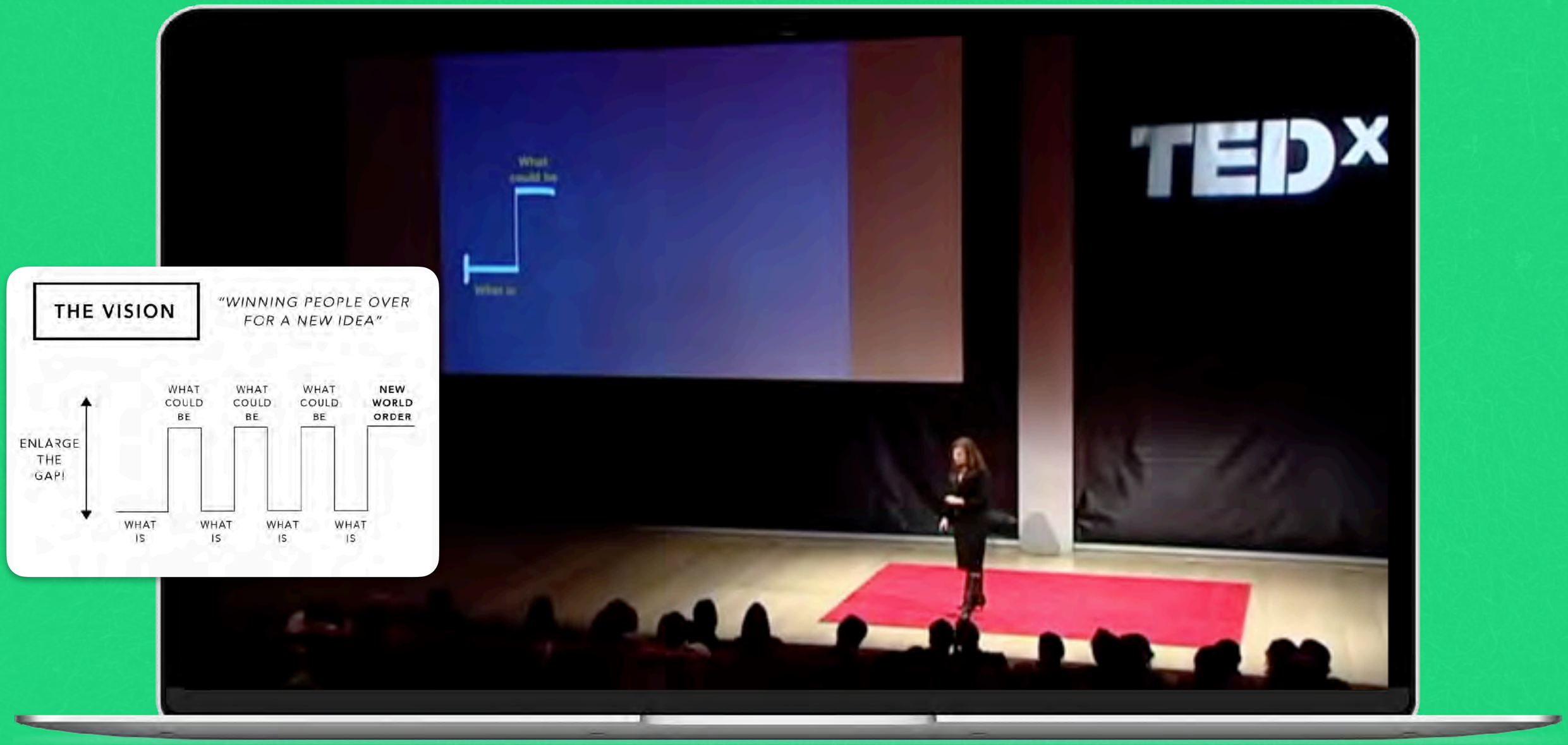



EXAMPLE: "8 SECRETS OF SUCCESS"

# NANCY DUARTE: TEDx







THE VISION
"WINNING PEOPLE OVER FOR A NEW IDEA"
ENLARGE THE GAP!
WHAT IS
WHAT COULD BE
WHAT IS
WHAT COULD BE
WHAT IS
WHAT COULD BE
WHAT IS
NEW WORLD ORDER
TEDx

One type of Storytelling

# THAT WORKS IN BUSINESS

# THE *'WE HELPED A CUSTOMER SUCCEED'* STORY



A CUSTOMER OF OURS...



FACED A PROBLEM...



WE DID THIS TO SOLVE IT...



AND THEY GAINED THIS!



A CUSTOMER OF OURS...



FACED A PROBLEM...



WE DID THIS TO SOLVE IT...



AND THEY GAINED THIS!

Let's build a

# 2 MINUTE STORY!




First, let's set the scene

# THE SPECIFIC SITUATION



# SITUATION

**When:** Day, Month, Year

**Where:** location

A **real person:** can be 'Manfred', 'Jill', 'Jean' or 'Nils'

What do they
**want, need, think, feel?**




***When:***

March 1992

***Where:***

in my first job

***A real person:***

Me, and Lance

***What do they want, need, think, feel?:***

**Me:** Shy, didn't understand what was going on.

**Lance:** frustrated with me, 'what use is he?'



# THE *'WE HELPED A CUSTOMER SUCCEED'* STORY



A CUSTOMER OF OURS...



FACED A PROBLEM...



WE DID THIS TO SOLVE IT...



AND THEY GAINED THIS!



# A CUSTOMER

**Who?**

A person, a company, a project?
Ideally a **Person!**

This story **reflects** the customer you tell it to

**Architect?** Tell an **Architect customer** story

**DIY?** Tell a **DIY customer** story



# FACED A PROBLEM

What's happening for
**real people?**

What's the **result of the problem?**

**Rational:** Lost time?
More cost? Re-work?

**Non-Rational:** Over-whelmed?
Frustrated? Problem with their bus?

Can you **quantify** the **problem?**



# WE DID THIS TO SOLVE THE PROBLEM

What did you/the team/ the company **do?**

Keep it **simple:**
Steps 1, 2, 3.

Which one **unique** thing was **better** or **different?**



# AND THEY GAINED THIS

As a **result,**
the customer…

**Saved** time, **reduced** cost,
**improved** lead time,
maintained **margin,**
**increased** sales

**Stopped** being **frustrated**,
got back in **control**

# THE *'WE HELPED A CUSTOMER SUCCEED'* STORY



A CUSTOMER OF OURS...



FACED A PROBLEM...



WE DID THIS TO SOLVE IT...



AND THEY GAINED THIS!



# The best stories
# RESPECT TIME LIMITS




# ACTION STEP

**Write down:**

A **Customer Success** story

Make the **Situation** clear: **when, where, who?**

A **Problem,** or **Challenge** they faced; what it was **Costing/Causing;** how did they **feel**

What you (or the company) did to **Solve** it

What the customer **Gained** as a **Result**

***Goal: Tell it to one other person.***

***No more than 2 minutes long***

***= 16-18 Sentences***



# ACTION STEP

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# FEEDBACK

**Which ONE thing stood out as memorable?**

**Which ONE thing did you NOT understand?**

**One FRIENDLY piece of advice for improvement**

# ACTION STEP

## TELL ONE OTHER PERSON

Your **Customer Success** story

The **Situation**: **when, where, who?**

A **Problem,** or **Challenge** they faced; what it was **Costing/Causing;** how did they **feel**

What you (or the company) did to S**olve** it

What the customer **Gained** as a **Result**

No more than 2 minutes long

**= 16-18 Sentences**



10 MINUTES

# FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

5

# ACTION STEP

**TELL ONE OTHER PERSON**

Your **Customer Success** story

The **Situation**: **when, where, who?**

A **Problem,** or **Challenge** they faced; what it was **Costing/Causing;** how did they **feel**

What you (or the company) did to S**olve** it

What the customer **Gained** as a **Result**

No more than 2 minutes long

**= 16-18 Sentences**


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


You've just gone through the
BEST WAY TO PRACTICE



Think it through



Write it down



Say it out loud



**GET FEEDBACK**



# GET FEEDBACK



What
stood **out**?



What did you
**not** understand?



**Friendly** advice
for improvement


Become a
COLLECTOR OF STORIES
Ask others in the
COMPANY
Listen to
CUSTOMERS
Share your
STORIES


One more thing...



Pitch tools and

# RESOURCES







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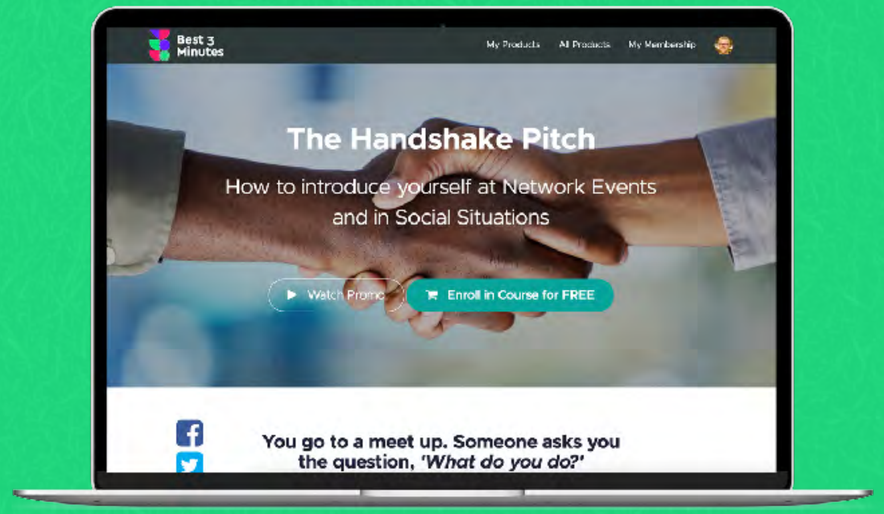


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