



the **STORY
TELLING**
Leader



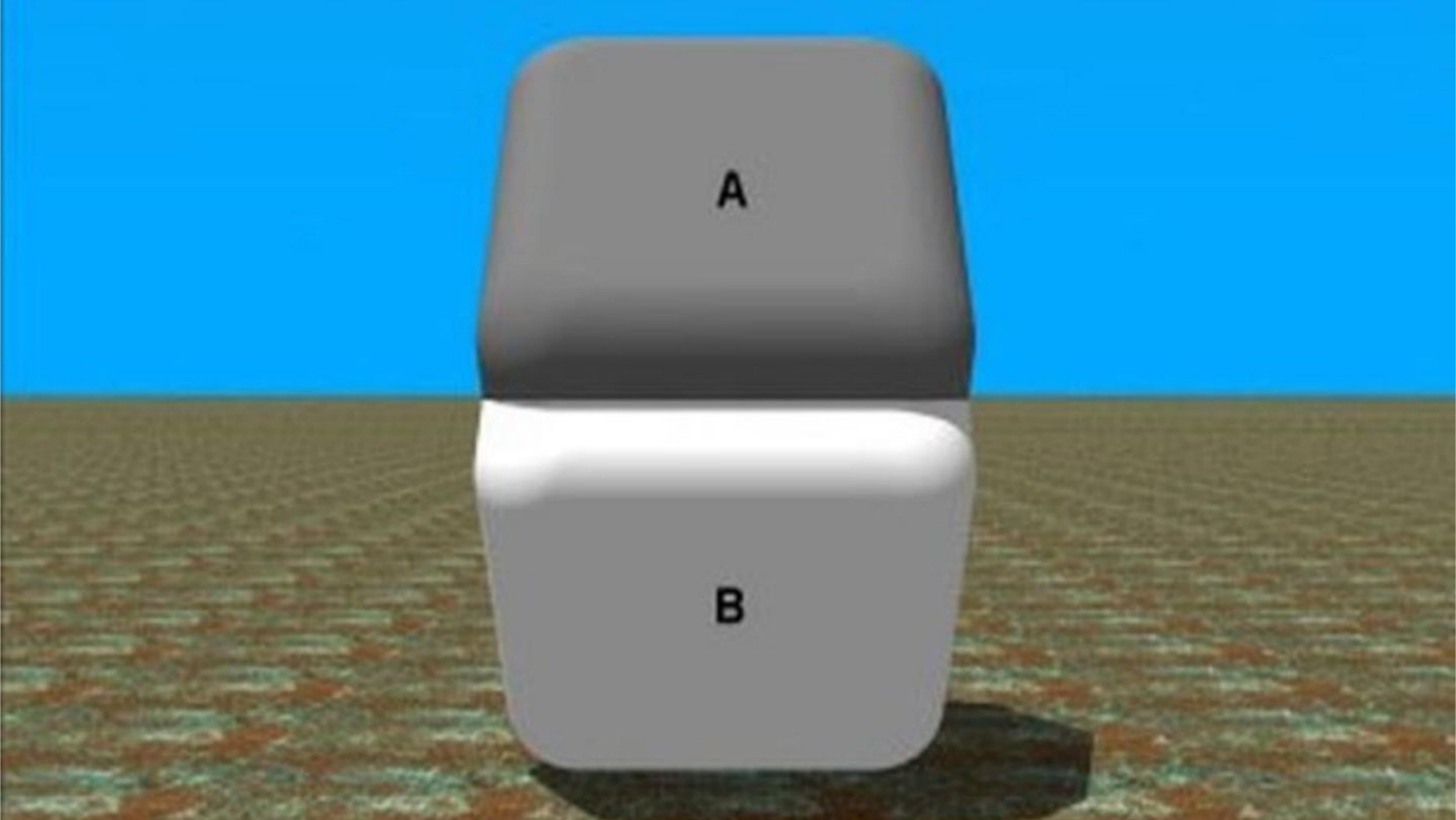
Michael McRay

Head of Istoria Institute

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A 3D rendered chair is shown against a blue sky and a brownish-green ground. The chair has a dark grey backrest and a white seat. The backrest is labeled with the letter 'A' and the seat is labeled with the letter 'B'. The chair is positioned in the center of the frame, casting a shadow on the ground.

A

B

Can you find the the mistake?

1 2 3 4 5 6 7 8 9 10

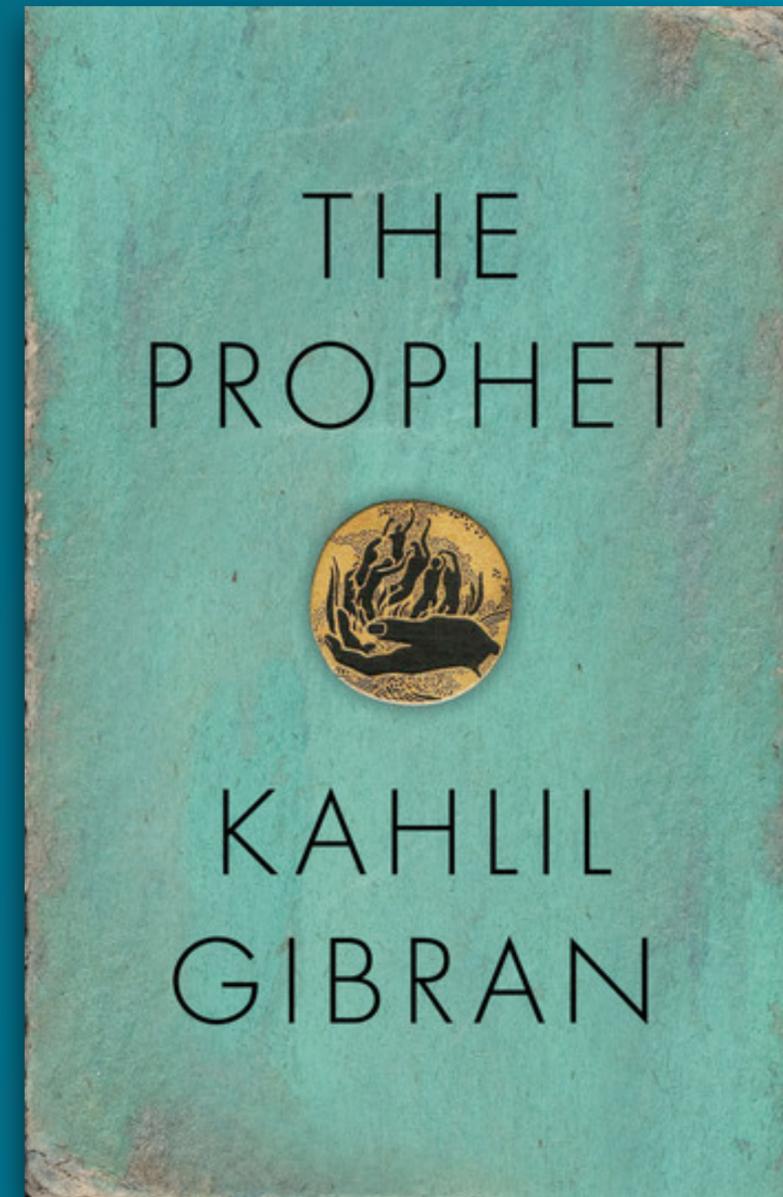


Leaders help people **see.**

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[The wise teacher] does not bid you enter the house of his wisdom, but rather leads you to the **threshold of your own mind.**

- Kahlil Gibran, *The Prophet*

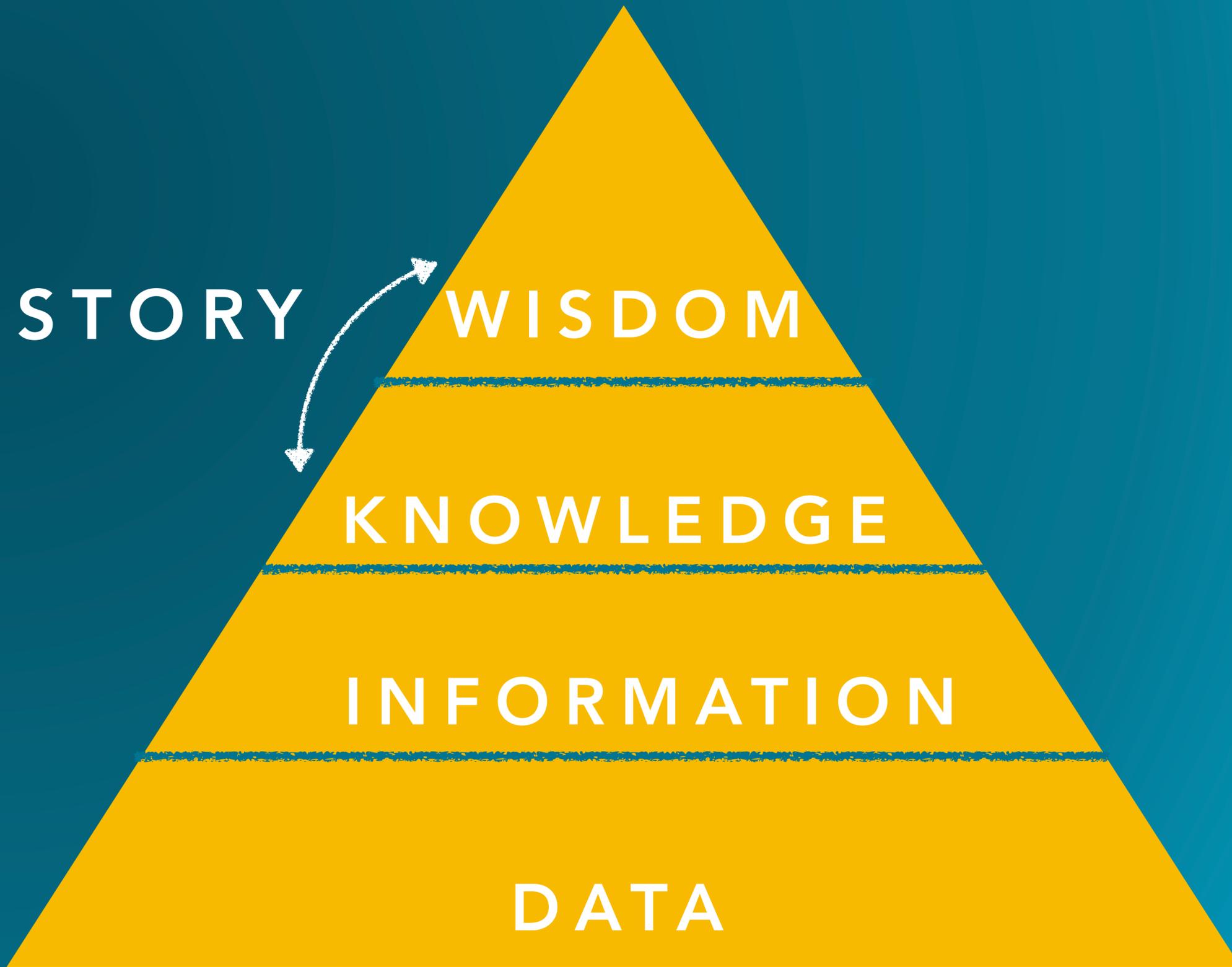


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~~Age of Information~~

Age of Wisdom





Etymology of **story**

“To see”

“wise person”

What is a story?

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A story is how we talk about **our**
experience of the things that
happen to us.

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Why do humans tell stories?

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Why should you tell stories?

heliotropic principle



STORY → CONNECTION → TRUST → INFLUENCE

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MOVE AT THE SPEED OF TRUST



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CONNECTION

+

RELIABILITY

+

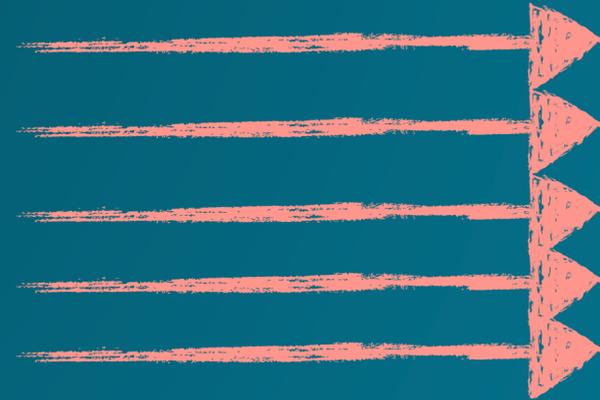
TIME



TRUST

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EMPATHY



TRUST

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What does the research say?

22%

MORE SALES CLOSED
BY REPS USING
STORYTELLING

*SALESFORCE

the
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43%

HIGHER WIN RATES
FOR ORGANIZATIONS
USING STORYTELLING
EFFECTIVELY

*FORRESTER RESEARCH

the
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44%

INCREASE IN CLIENT
SELF-EMPATHY WHEN
USING NARRATIVE
WORK

* JOURNAL OF COUNSELING AND PSYCHOLOGY

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65%

OF BUYERS FEEL
EMOTIONALLY
CONNECTED TO
BRAND AFTER
HEARING ORIGIN
STORY

*EDELMAN TRUST BAROMETER

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74%

HIGHER CUSTOMER
RETENTION FOR
STORY-DRIVEN
BRANDS

* HARVARD BUSINESS REVIEW

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TELLING**
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73%

OF TRAUMA
SURVIVORS REPORT
STORYTELLING AS
KEY TO HEALING

*NATIONAL CENTER FOR PTSD

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79%

OF CLIENTS WHO
RETOOK DIFFICULT
LIFE EXPERIENCES
REPORT IMPROVED
LIFE SATISFACTION
AND REDUCED
ANXIETY

* JOURNAL OF POSITIVE PSYCHOLOGY

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1200%

MORE SHARES ON
SOCIAL MEDIA POSTS
WITH PERSONAL
STORIES THAN
WITHOUT

*CONTENT MARKETING INSTITUTE

the
**STORY
TELLING**
Leader

63%

REMEMBER STORIES
FROM PRESENTATIONS

5%

REMEMBER STATISTICS
FROM PRESENTATIONS

*HEATH, MADE TO STICK

the
STORY
TELLING
Leader

2 2 x

MORE MEMORABLE
THAN FACTS, DATA,
AND INFORMATION

*STANFORD

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THE WALL STREET JOURNAL.

Building on the Success of the War on Poverty

In my three months as a senator, I have already seen firsthand that partisan debates in Washington can distract us from uniting around common-sense actions to address our most urgent needs. I always try to remember the old African saying, “When there is a snake in the hut, there is no need to debate its color.”

Two of the interrelated dangers we face today include an underperforming economy and, in everything from health care to criminal justice, the continuing problem of spending too much money and not getting the results we want in return.

Our national investment strategy is hardly a strategy at all. We are failing to invest in areas that not only produce great social returns but also reduce federal spending in the long run. Most glaring of all, we’ve got our priorities wrong: We are failing to maximize the productivity of our greatest natural resource—Our people.

Despite what we now know to be the root cause of our most systemic challenges

THE WALL STREET JOURNAL.

A New Direction in the War on Poverty

One day at Pulaski High School in Milwaukee, a fight broke out between two students. The staff separated them, but one of the students, a young woman named Marianna, refused to relent. She continued to fight—now with the staff—and to cause a stir.

Then a call went out over the school radio for “Lulu” to respond. Soon, Marianna began to calm down. Once she arrived, Lulu quickly defused the situation. Of all the people at Pulaski High—all the teachers and administrators—only one person got through to Marianna that day, and it was Lulu.

“Lulu” is Mrs. Louisa, one of five youth advisers in Pulaski High’s Violence-Free Zone program. Along with program head Andre Robinson and site supervisor Naomi Perez, they work as a band of roving mentors. On a typical day, you’ll find them walking the halls in black polo shirts. They help with homework, chat with students, break up fights. Most of them are recent alumni who grew up in the inner

HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING

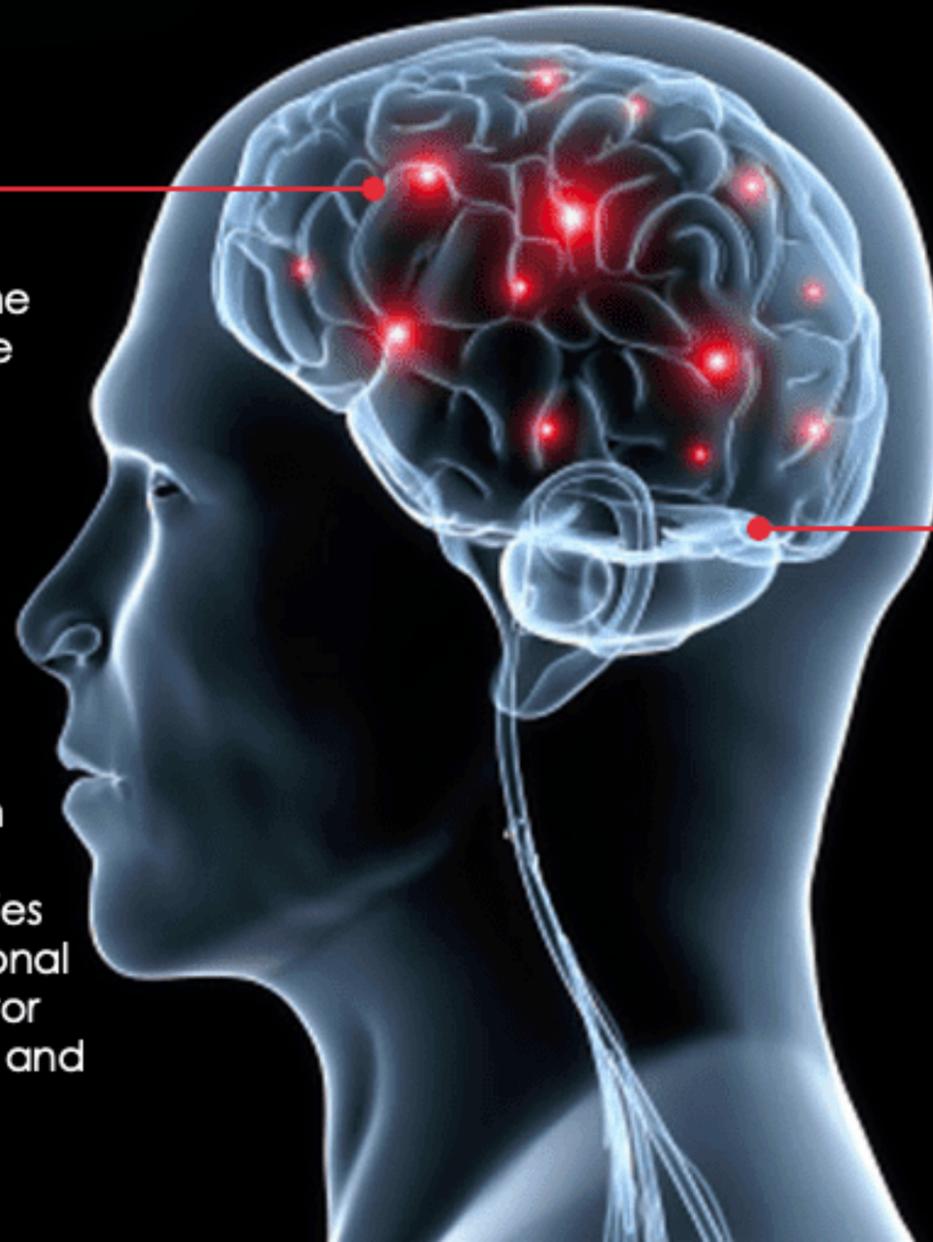
A story synchronizes the listener's brain with the teller's brain.

MIRRORING

Mirror neurons enable listeners to mirror experience

CORTICAL ACTIVITY

Two areas of the brain are activated when processing facts. Stories activate many additional areas such as the motor cortex, sensory cortex and frontal cortex.



DOPAMINE

The brain releases dopamine in response to an emotionally-charged event, resolution of conflict, or even recognition of a pattern, creating a pleasurable response and ease of memory and recall

CORTISOL

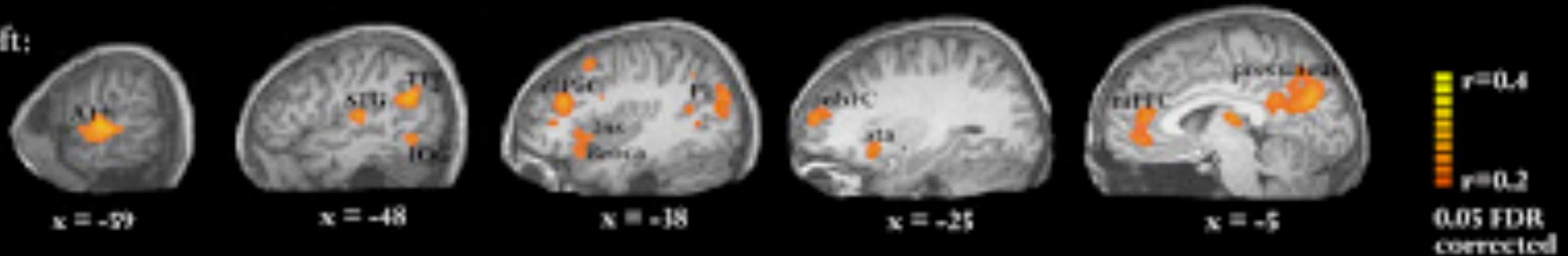
The brain releases cortisol when it experiences conflict which increases attention and memory

OXYTOCIN

The brain releases oxytocin in response to characters that increases empathy and connection as well as compassion and trust

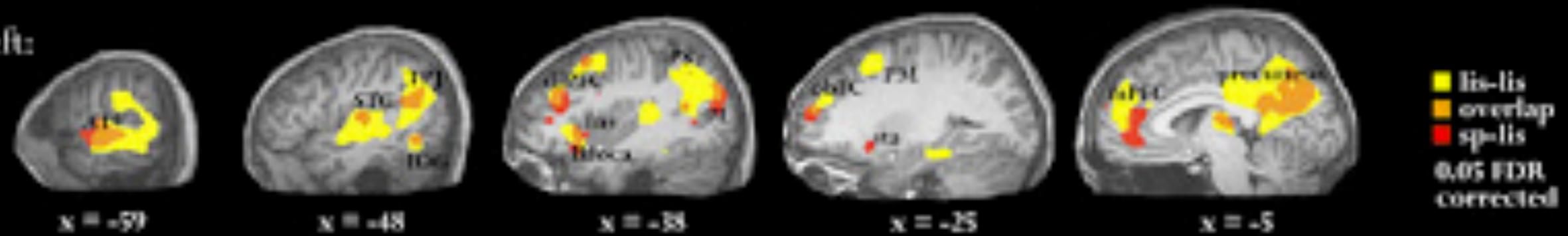
A Speaker-Listener Neural Coupling

left:



B Overlap of Speaker-Listener and Listener-Listener Neural Coupling

left:





THE BITTER *sweet* SEND-OFF

heliotropic principle



Your Turn!



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TELLING**
Leader

Groups of 3

4 minutes each

Tell about a moment
you realized your life wouldn't be the same,
in big or small ways,
due to your cancer diagnosis.

What happened?
How did you realize it?
Paint a picture of life before.
Show us the after.

THE STORY IS IN THE
SPECIFICS.

the
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TELLING**
Leader

I will tell about
the time I (or we)...

STORY canvas

FROM
the BOOK
STORY
sprint!



Situation

So there I was...

(Time, place,
single human
protagonist)



Trouble

I / We wanted...

(Internal or external
desire or goal)



Action

And so...

(A choice)
And then...



Result

Until finally...



But...

(Lack of resources,
external forces,
limiting beliefs...)

Optional: Do you have data to quantify it?
(How much? How big? How fast? How good?
Qualitative data?)

Emotional data / somatic memory

I/we Felt...

Mad

frustrated annoyed
defensive
disgusted outraged
offended

Sad

depressed
disappointed
regretful dismayed
disillusioned pessimistic
mournful

Happy

glad overjoyed
relieved
elated excited
pleased
grateful thrilled
content amused
triumphant

Afraid

anxious vulnerable
stressed
nervous cautious
confused

Hurt

betrayed
shocked
stunned
aggrieved
abandoned



Insight / Connection:

And now we know... / And that's why...

Learn more at
www.StorytellingLeader.com

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the
**STORY
TELLING
LEADER**

**I will tell about
the time I (or we)...**



Situation

So there I was...

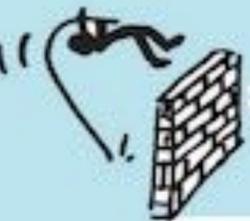
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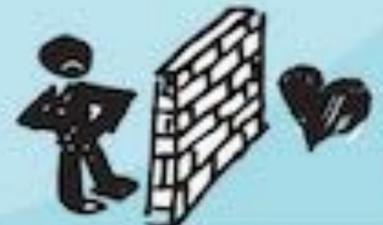


(Lack of resources,
external forces,

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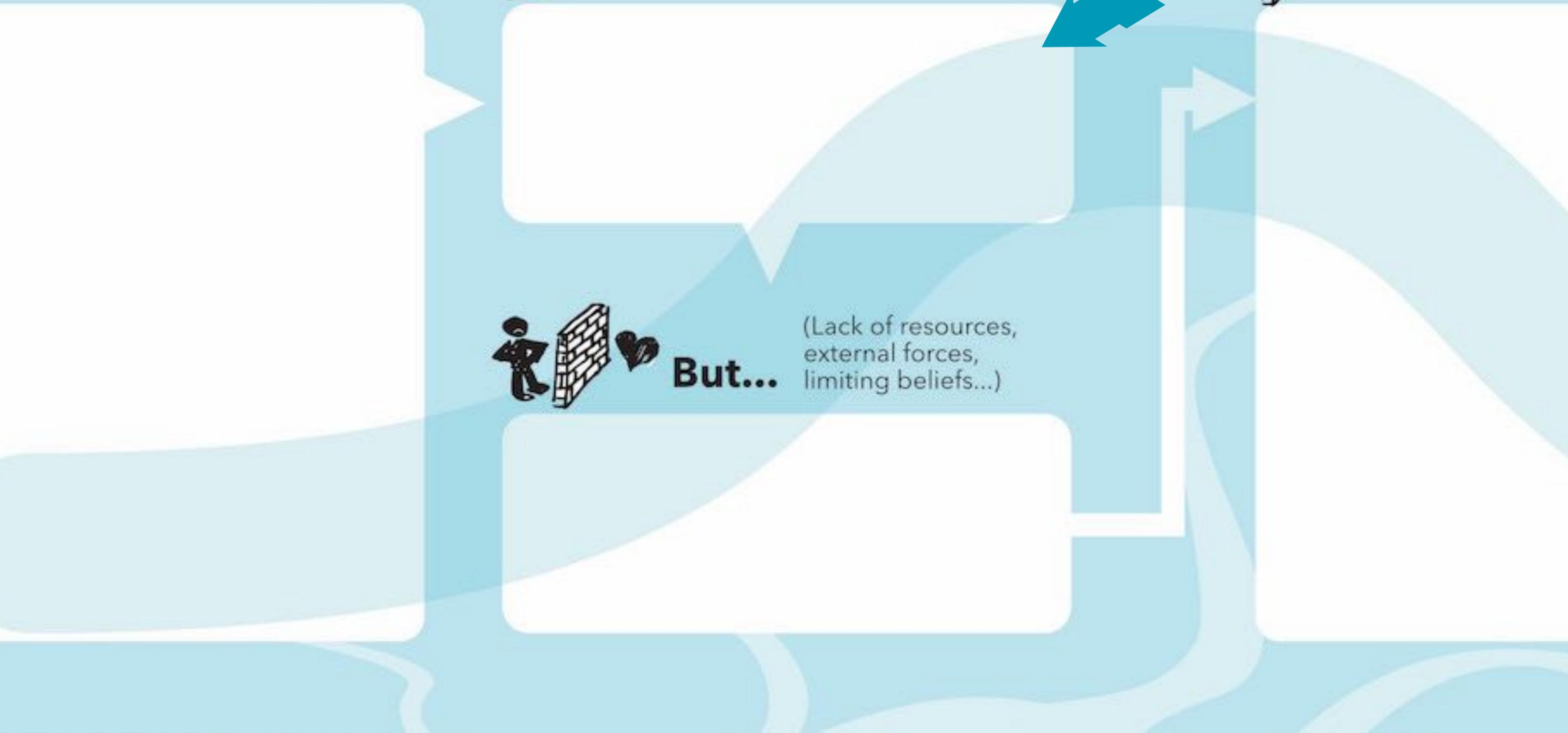


Situation
So there I was... (Time, place, single human protagonist)

Trouble
I / We wanted... (Internal or external desire or goal)

Action
And so... (Action)

But... (Lack of resources, external forces, limiting beliefs...)



wanted...

(Internal or external desire or goal)



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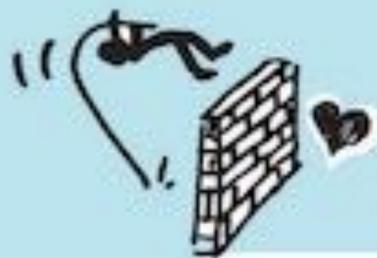
ut...

(Lack of resources, external forces, limiting beliefs...)



Optional: Do you have data to quantify?
(How much? How big? How fast? How often?)
Qualitative data?)

external
al)



Action (A choice)
And so... And then...



Result
Until finally...



Optional: Do you have data to quantify it?
(How much? How big? How fast? How good?
Qualitative data?)



Qualitative data?)



Insight / Connection:

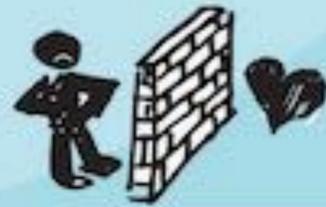
And now we know... / And that's why...



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