STORYTELLING

Communication

Goal: Connect to customers, potential partners and project stakeholders and inspire them to take action

Plainly presenting rational facts is not always enough to compel people to change. Storytelling is a tool that can help you convince people of the importance of your message or product by making it easier to relate to.

Example: the 3M Post-it story

While Dr. Silver researching adhesives in the 3M laboratory, he suddenly came across something he did not expect. Instead of the stronger glue he was working towards, he found a material that would stick to objects but just as easily let go of them. Although he did not know what to do with it at first, he was sure his invention had to be of some use. He would share his invention with his colleagues at every occasion. Meanwhile, Art Fry, a colleague working at 3M, was stuck with a problem. While practicing for Sunday's service with the local church choir, he would mark the hymns with scraps of paper. But the scraps would keep falling out of the hymnal. An aha moment occurred; suddenly, Fry knew how Silver's invention could be of use. They went on to develop Post-it notes, a hugely successful product that would be sold across the world.

How can I use it?

1 **Consider the goal** of your story. Include a call to action in your narrative.

2 **Create a character** that your audience can identify with. Consider what kinds of stories members of your audience tell each other.

3 **Create an experience** your audience will enjoy. Sincerity will usually be appreciated.

4 **Make use of metaphors** and analogies and keep your story tangible and concrete.

5 **Consider** which medium would best suit your story. Examples are text and image, comics, video, role play, or a speech.

6 **Get inspired!** Often, the protagonist in a story encounters something blocking him or her from reaching a certain goal. The audience's sense of empathy is called on while the protagonist tries to overcome this obstacle.

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