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**WARM UP**

Find 2 partners and share...

- Name, Organization, Role
- Think about the *mission* of your organization.
- Tell one brief story about how your organization delivers on its mission.
- (8 minutes total)

# hello

my name is...



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**TODAY...**

*You'll be inspired to weave a better storyline, capture the attention of your audience, and make a bigger impact with your communication.*



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**Why a Story?**

*What do you already know about the power of story?*

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***The "human mind is a story processor, not a logic processor."***

— Jonathan Haidt, social psychologist and Professor of Ethical Leadership at New York University's Stern School of Business



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***“Story, as it turns out, was crucial to our evolution — more so than opposable thumbs. Opposable thumbs let us hang on; story told us what to hang on to.”***

—Lisa Cron, *Wired for Story*

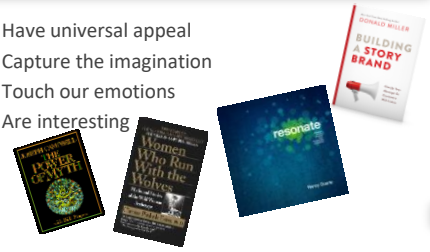
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**Stories...**

- Have universal appeal
- Capture the imagination
- Touch our emotions
- Are interesting



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**When I say, “story...”**

**Little Stories...**

- Anecdotes
- Examples
- Social Media Posts
- Your Newsletter
- Advertising
- Organizational Culture Stories

**Bigger Stories...**

- Public Relations
- Web Site
- RFPs
- Proposals
- Leadership Communication

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***“...The goal of reports is to impart information. The goal of stories is to impart experience. Reports use language that points you there. Stories use language that puts you there.”***

— Roy Peter Clark, vice president and senior scholar, The Poynter Institute

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## Elements of Story-Based Communication

1. A Character...
2. Has a problem...
3. And meets a guide...
4. Who gives them a plan...
5. And calls them to action...
6. That helps them avoid failure...
7. And ends in a success...

Source: Donald Miller, *Building a Story Brand*

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## Alzheimer's Association Ad

1. A Character... *YOU*
2. Has a problem...*loved one with Alzheimer's*
3. And meets a guide...*The Alzheimer's Association*
4. Who gives them a plan...*We will do research and work for policy changes*
5. And calls them to action...*Contribute!*
6. That helps them avoid failure...*suffering loved ones*
7. And ends in a success... *the first survivor*

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## WANT TO CAPTIVATE YOUR AUDIENCE?

- *STOP being the HERO, and start being the GUIDE.*
- *Put your audience's needs at the CENTER of your communication planning.*



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## Make the Switch...

- |   |  |
|---|--|
| <p>Instead of...</p> <ul style="list-style-type: none"> <li>▪ Social media posts being about you</li> <li>▪ Proposals starting with what you can do</li> <li>▪ Your newsletter filled with announcements</li> </ul> | <p>Try...</p> <ul style="list-style-type: none"> <li>▪ Social media posts that celebrate your partners</li> <li>▪ Proposals that start with what your reader needs</li> <li>▪ Your newsletter filled with stories about you serving your audience</li> </ul> |
|---|--|

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## RE-TELL YOUR STORY AS AN ADVERTISEMENT

- First, prepare using the handout...(3 min)
- Then, find your 2 partners and share your story again – but this time as an “advertisement,” weaving in the elements of story.
- (2 min each)



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## Example

- **Character / Audience:** Executive in a municipality
- **Problem:** Low trust environment
- **Guide:** MRG and our range of services.
- **The Plan:** Building a High Trust Workplace!
- **Action:** Train your staff in the skills needed to create trust
- **Failure avoided:** Risk of lawsuits, stress, over-taxed HR department, in-fighting
- **Success:** Happiness at work. Ease.

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### The "Story"


- Unnecessary conflict. In-fighting. Silos. Low productivity. Disrespectful conduct.
- Are you and your organization paying the cost of any of these signs of low trust?
- MRG's full range of services can help you get back on track. From assessments, to mediation, to organization-wide training programs, we can help you re-build trust and establish effective standards before these issues result in severe disciplinary actions or even lawsuits.
- *Wouldn't you love to be excited about work again?*
- Call MRG today!



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### The "Story"


- Unnecessary conflict. In-fighting. Silos. Low productivity. Disrespectful conduct. (Problem / Pain)



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### The "Story"


- Unnecessary conflict. In-fighting. Silos. Low productivity. Disrespectful conduct. (Problem / Pain)
- Are you and your organization paying the cost of any of these signs of low trust? (Speaking to the Audience)



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- *Wouldn't you love to be excited about work again? (Success)*



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### The "Story"

- Unnecessary conflict. In-fighting. Silos. Low productivity. Disrespectful conduct. (Problem / Pain)
- Are you and your organization paying the cost of any of these signs of low trust? (Speaking to the Audience)
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- *Wouldn't you love to be excited about work again? (Success)*
- Call MRG Today! (Action)



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***“Scratch the surface in a typical boardroom and we’re all just cavemen with briefcases, hungry for a wise person to tell us stories.”***

— Alan Kay, Hewlett-Packard executive and co-founder of Xerox PARC

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## Applying the Framework

### Pick a Communication - Start with Audience

*The most persuasive communication is sculpted around the needs of your specific audience.*

Select one small aspect of communication (a social media post, or a leadership communication, for example)

- Who is your audience?
- What is their problem or pain?
- What do they need?
- If you are the guide, what can you offer?
- What failure will they avoid?
- What success will they enjoy?

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### TODAY...

*You'll be inspired to weave a better storyline, capture the attention of your audience, and make a bigger impact with your communication.*



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**COMMITMENT**  
*You're either in or you're out.  
 There is no such thing as life in between.*

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### Develop Your Leadership!

- *You hit the ground running each day- meetings, emails, one-to-ones, and more.*
- *You KNOW that reading the latest leadership books is important, but with no accountability, months go by without a finished book...*
- *NO MORE!*

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### Develop Your Leadership!

- *Join MRG's Leadership Book Club!*
- *It's FREE! It's FUN! It's Supportive!*
- *And you will learn a lot even if you don't finish the book.*
- *Join today!*
- *[www.clairelaughlinonline.com/Claire-laughlins-leadership-book-club](http://www.clairelaughlinonline.com/Claire-laughlins-leadership-book-club)*

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Thank you!

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