

**Talking About the Dog:
How to add Effective Storytelling to
Your Presentations**

Presentation by
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Charney Coaching & Consulting LLC
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Speaker Notes and Slides

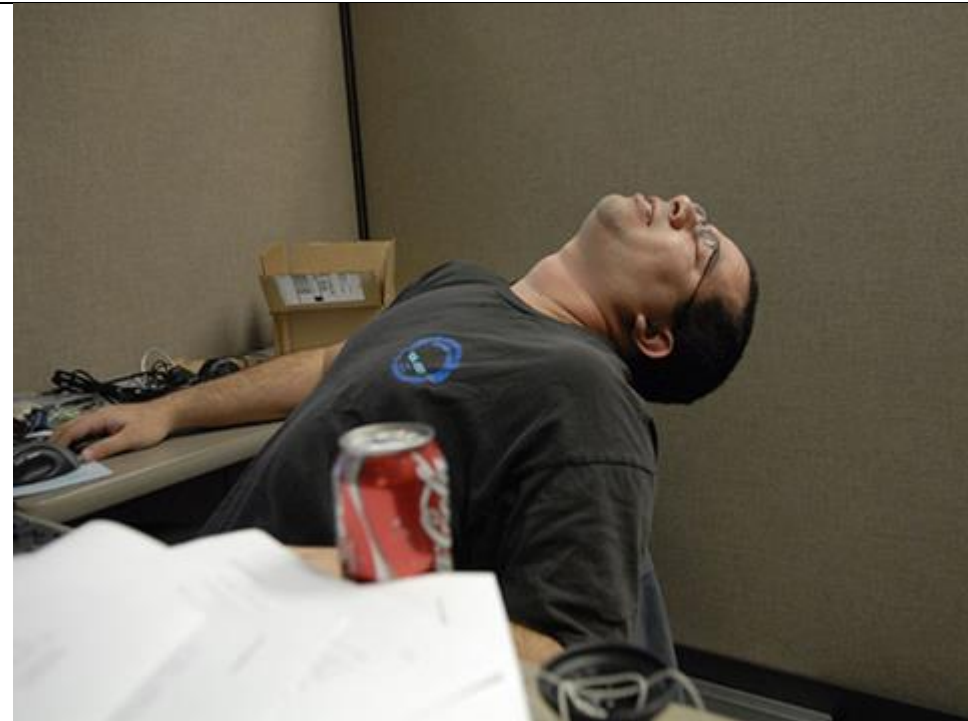


SLIDE	NOTES
 <p> </p> <h2>Talking About the Dog</h2> <p>How to Add Effective Storytelling to Your Presentations</p> <p>Michael Charney Charney Coaching & Consulting December 18, 2014</p> 	<p>Title Slide</p>

Definitions of Storytelling

- Storytelling is the conveying of events in words, and images, often by improvisation or embellishment.
- Crucial elements of stories and storytelling include plot, characters, and narrative point of view.
- Storytelling is a means for sharing and interpreting experiences. Stories are universal in that they can bridge cultural, linguistic, and age-related divides.
- Human knowledge is based on stories and the human brain consists of cognitive machinery necessary to understand, remember, and tell stories.
- Stories are effective educational tools because listeners become engaged and therefore remember. While the story listener is engaged, they are able to imagine new perspectives, inviting a transformative and empathetic experience.

Definitions on slide are not meant to provide information, but to demonstrate how NOT to begin a presentation.



Slide demonstrates how people feel when subjected to the kinds of slides shown previously, especially if the presenter just reads them off to the audience.



Episode IV THE MOLLOY GROUP

It is period of relative stability in the career of Michael Charney who, after having spent the early part of his career as an HR Recruiter, is now about to start a new position at the Molloy Group, a start-up purveyor of help desk software.

He expects to create a customer training program. Little does he know what his new CEO has in store for him....



Presentation “starts over” with a much more interesting beginning (music; graphics) and the beginning of the story of how the presenter first became involved in teaching corporate storytelling.

So: it’s the mid-90s, and I’m offered a job with a company in New Jersey called The Molloy Group. Despite the fact that the owner’s name is Bruce Molloy, it’s NOT a consulting company, but a software company developing Help Desk software. Programs to help reset passwords, find out if there are any program conflicts—that sort of thing. I’m hired as a Recruiter—which is basically the only HR they have—reporting to the CFO. But I made this deal: I ALSO wanted to do some training and development. So I take the job.


Flash forward six months—we’ve hired a few key people, and I’ve been given a small budget for training and development. The CEO calls me in and says what amounts to the following: “The sales team here is boring. I don’t like the way they present the product to prospects. Do something about it.”

Now, just to be fair: I don’t know a lot about making presentations at this point, and I’m certainly no salesperson. But I am responsible for training and development, so I need to figure something out. I start by surreptitiously listening in on a few sales calls. I hear things like this:

“Hi, I’m Bob, from The Molloy Group. Thanks for getting in touch. I just want you to know that you can ignore the list price. We usually give 50% off.”



	<p>Or “Our software is very user-friendly. It actually gets smarter. It learns.”</p> <p>I even went out on a couple of sales calls (ostensibly to learn a bit more about the software), and things weren’t much better. Our sales team basically did what we called “a feature/function dump.” That was basically a spaghetti-at-the-wall approach: you tell the prospect everything there is to tell and hope something sticks. Once in a while it did, but not often. And it usually took 50% off to get it done.</p> <p>So I began calling customers, asking them why they bought the software in the first place, and why they still keep using it.</p> <p>And I began to hear stories.... Once customer told me that they were solving problems faster than ever. Another one told me that employees were thrilled—for the very first time—with the internal help desk, and that they’d actually received a phone call from the company president on how well things were going! Another one told me they’d saved money because things they used to just replace they could now fix, and that they were able to use the savings to hire a new staff member.</p> <p>And I realized: these stories resonate! They make a difference. That’s when I decided to teach storytelling to the sales team....</p>
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NOW SHOWING!

The Three Key Techniques!

- 1- Key Messages & 9 Elements!
- 2- The Narrative Arc (or "What the Heck is a *Dénouement*?")
- 3- What's This About a Dog, Then?

Storytelling and Presentation!

What About Business?

Why I Sat Through All This!

Given the "restart" of the session, here is the agenda. It will center on the 3 Key Techniques show here.



-1-

KEY MESSAGE

- Set the Scene
- Introduce Characters
- Begin
- Obstacles
- Overcome
- Resolution
- Make Your Point
- Ask the Confirming Question
- Reiterate the Point

Doug Stevenson: 9 Steps of Story Structure

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Technique 1 is to tell a story that hits these nine story elements (based on work by Doug Stevenson), where all the elements support a key message that is relevant to your particular audience.

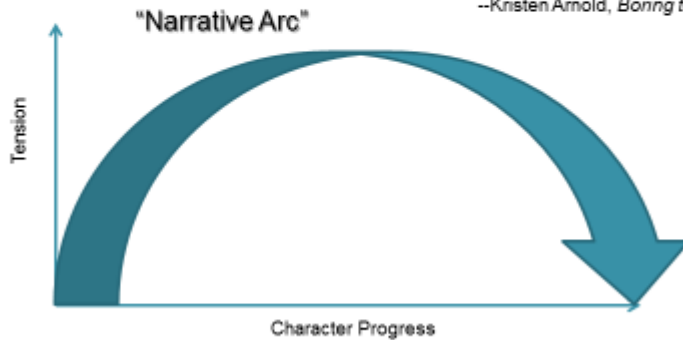


-2-

Narrative Structure

When listeners hear a well-told story, they take a journey with you, correlating their own experiences with yours. Your story becomes their story or it reminds them of a very similar story from their own lives.... Your stories help you build a connection to your audience."

--Kristen Arnold, *Boring to Bravo*



<http://youtu.be/y0n6pPffu?i=57s>

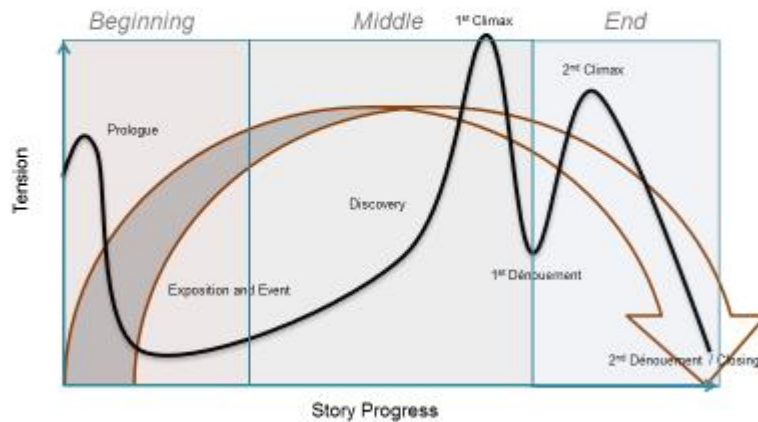
The second technique is to tell a story with narrative structure, which starts by having a beginning, middle, and end. We are wired to want stories this way; a clip from *The Big Bang Theory* was shown to emphasize the point.



-2-


Narrative Structure

"Tension Curve"



Narrative structure goes beyond beginning, middle, and end. It also expects information in a certain sequence, with scene setting and exposition up front, followed by tension-creating events, followed by climax of the events and resolution. Sometimes there are two climax/resolution sequences.

This is referred to as the "tension curve."





KEY MESSAGE

Stories the world over are almost always about people... with problems.

~Jonathan Gottschall, *The Storytelling Animal*

Set the Scene
Introduce Characters
Begin
Obstacles
Overcome
Resolution
Make Your Point
Ask the Confirming Question
Reiterate the Point

Doug Steenart: 9 Steps of Story Structure

An emphasis was put on the importance of having a good “obstacle” in the story; stories are generally only interesting if there’s some problem to overcome.



-3-

Talk About the Dog....!



The importance of obstacle was emphasized with the idea of always “talking about the dog.” This is the third technique

In this slide we show:

- a boy walking home (not an interesting story)
- a boy walking home and seeing money on the ground (not an interesting story)
- a boy walking home and seeing money on a neighbor’s lawn, behind a fence (a partly interesting story)
- a potentially dangerous dog on the neighbor’s lawn (an interesting story).



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Adding Storytelling to Business Presentations



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We then began to discuss how to put stories into presentation so that they complement each other—an idea that should become like “mom and apple pie” for people!



Adding Storytelling to Presentations



The idea is to use words, but to **TAKE THEM OFF THE SLIDES** and say them instead, by putting them into stories. Slides are then used largely for images that will reinforce the message and stories told.

Stories and images can impart business info better than what's on the next slide....



Or I could have READ YOU THIS...

- Bob made approx. 500 initial calls (based on quote of 10/week)
- Before storytelling:
 - 84 in-person first meetings
 - 39 in-person second meetings
 - 21 proposal invitations
 - 7 closed sales
- After storytelling
 - 102 in-person first meetings
 - 74 in-person second meetings
 - 59 proposal invitations
 - 23 closed sales
- A more than 200% increase in sales



Here's one way to show the results of storytelling training for a salesperson. The eye is not drawn to any particular place. It's busy, too detailed, and generally uninteresting.



Business Value

RESULTS OF STORYTELLING IN SALES - BOB (BASED ON ~500 INITIAL SALES CALLS)



Here's the same info presented with a graphic; the presenter would tell the story of how Bob (the salesperson represented by this chart) improved his sales after going through storytelling training.

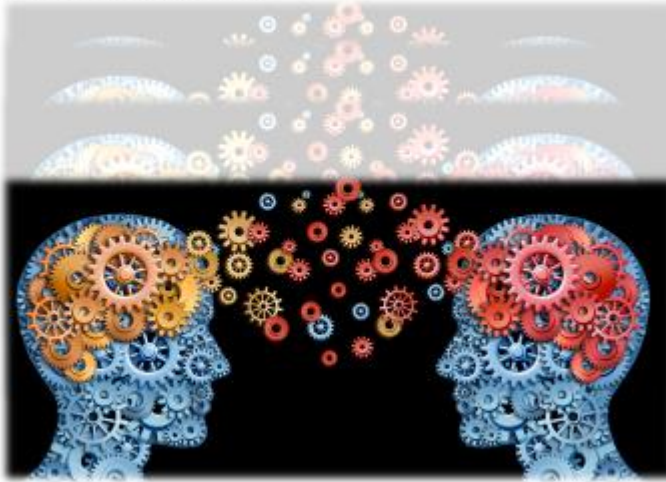


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The Power of Story in Presentations



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Storytelling + presentations are powerful precisely because we are wired to like stories and to pay attention to them.



Why?



Learning Styles



Reinforces Values



There are also specific reasons to use storytelling in presentation and to eliminate the kinds of slides with “buckets of words” on them.

First, because we are hardwired to like stories, they are more motivational than just “buckets of words” that are disconnected from us. Motivation leads to employee engagement, which translates to the bottom line.

Second, storytelling plus images allows us to touch different learning styles that people in the audience may have.

Third, younger generations are conditioned to visual and auditory storytelling through the way they use technology every day.

Finally, stories can emphasize (be “in service of”) higher-level company values, reflecting the company as a whole.



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Final Thought—*Love the Words*



*The universe is made up
of stories, not of atoms.*
-Muriel Rukeyser



As a final note: “love the words” you use. Pick meaningful stories and tell them with authenticity and excitement.

<p><i>Thank You!</i></p> <p><i>Executive/Leadership Coaching</i> <i>Mutual Relationship Mapping™</i> <i>Team-building Workshops</i> <i>SMART Goals you can TRUST</i> <i>Strategic and Operational Consulting</i></p> <p>www.charneycc.com Facebook.com/charneycoach Twitter.com/charneycoach</p>    	<p>Closing slide.</p>
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