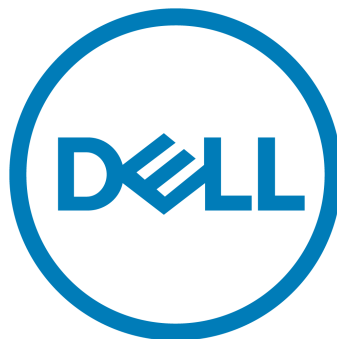




# CORPORATE STORYTELLING

**Virtual Workshop**





# ***Corporate Storytelling®***

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iSpeak™ prepared this workbook for use in the area of Training and Development for continuing education. It is intended that these materials will be used to assist students in the learning process during a workshop, after the workshop for review, and continued learning as a reference guide.

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## **ACKNOWLEDGMENTS**

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## Welcome to Corporate Storytelling

*“Storytelling is about connecting to other people and helping people to see what you see.”*

- Michael Margolis

Storytelling in the corporate world is more than entertainment. Stories can inspire your audience about a particular subject or move them to take a particular action. Few skills in life will contribute to your success as much as being able to deliver a presentation with a story! Being able to present and persuade over the phone, face to face, or in front of a large group will help you advance in your organization because people will see your competence and trust your ability to represent the organization.

Sharing an effective story is not only for those with a natural talent for speaking in front of people. *Corporate Storytelling* will provide you with the unparalleled opportunity to gain the experience, techniques, and strategies of speaking professionals. This interactive workshop will teach you how to write and deliver a confident and dynamic story in various business situations.

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*Research shows that participants who interact during this course will gain a superior understanding of the course content over those who passively read the workbook or just listen to the facilitator.*

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You bring to the class the skills necessary to be a great storyteller. *Corporate Storytelling* will challenge you to step outside of your comfort zone to apply new communication strategies and techniques. To become a skilled storyteller, you will have to challenge yourself to improve these skills, and that means practice.

Your facilitator will provide the *information* and *inspiration*, but the *implementation* is the single most important factor in your *improvement*. And the implementation is entirely up to you. What will you do with the information you’re about to receive? We want you to think about that question now because if you do nothing with it we can guarantee you this: nothing will improve.

### Exercise: Workshop Expectations

What do you want to gain after completing the iSpeak *Corporate Storytelling* workshop?

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# CORPORATE STORYTELLING

*“We are all storytellers. We all live in a network of stories. There isn’t a stronger connection between people than storytelling.” - Jimmy Neil Smith*

Leaders use corporate stories to motivate, teach, entertain, guide, build trust, influence, and explain. Storytelling has captured the attention and imaginations of audiences for centuries. By utilizing effective and related stories, and metaphors or analogies audiences will retain more of the information presented for a longer period of time. Practicing your skills in these areas can improve your presentation effectiveness and make your message stick with your audiences.

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*Leaders who tell stories can change the way people think, create a shared vision, as well as grant comfort and hope. - Lee Bolman, author of How Great Leaders Think: The Art of Reframing*

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*Corporate Storytelling™* is the iSpeak course designed to take your current speaking abilities and push them to new limits by learning to illustrate your content in ways that will gain attention and make it memorable. Practicing methods for illustrating your content is the best method for implementing these techniques. Incorporating purposeful storytelling into your next presentation will help your audience think and feel, which is not as easily accomplished with numbers and text on a PowerPoint presentation slide.

## Storytime!

*“There’s always room for a story that can transport people to another place.” - J.K. Rowling*

We all tell stories. For generations history was not recorded as much as it was passed down through stories. Stories are a natural way to share information between people. When you get home from work and tell your spouse about the funny thing that happened at the grocery store, you’re sharing a story. When you tell the co-worker about the tense meeting you just came from, you’re telling a story.

While we all tell stories and it’s not hard to do, some storytellers are better than others. Wouldn’t we all want to be great storytellers, able to capture your audiences’ attention, engage them to stay involved, and even inspire them to action.

### **Exercise: Create your story and share it with the group**

Using the story cubes provided by the instructor, create a story and share it with your group.

What are your observations from this exercise? What can translate into business storytelling?

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What makes a great storyteller or a memorable story?

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## Benefits of Corporate Stories

*"Stories are memory aids, instruction manuals and moral compasses." - Aeks Krotoski*

Some stories make an unforgettable mark on our memories. They may have inspired you to change, moved you to tears or laughter, or helped you truly understand something for the first time. Focus on a story in your memory and identify what made the story so engaging and compelling. Also, identify the characteristics and attributes of the speaker who effectively delivered the story.

### Exercise: Benefits of a Corporate Story

Based on your experience, what are the benefits of using stories in business?

[illegible]

## The Identity Story

*“A story disclosing a failure can have the somewhat paradoxical effect of building trust and encouraging openness.” - Jack Harris and B. Kim Barnes*

You got the promotion you’ve been looking for at work. In this new position you will be leading a team of 12 people who have never met you before. Your manager suggests calling a team meeting where she will introduce you to your new team. You start to feel some anxiety creeping in because this will be your first presentation to your team! What will you say? What will they think of you? How will they react?

In business, the Identity Story tends to come in two flavors: Who am I? and Who are we? Both are perfect for any time you need to introduce your authentic self or your organization. This is when you get to share the answer to these important questions: Who are you/we? What do you/we believe in? Where did you come from? What are your plans for the future? Why are you doing this?

### Exercise: When would you share a “Who am I?” or “Who are we?” story?

Document an example of when you would deliver each of the following stories at work.

#### “Who am I?” Identity Story

Who am I? Why am I here? What am I all about? Where did I come from? What do I believe in?

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#### “Who are we?” Identity Story

What do we do? Who have we helped? Why do we do what we do? How are we different?

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## “Who Am I?” Story Examples

*“The audience does not need to tune themselves to you—you need to tune your message to them. Skilled presenting requires you to understand their hearts and minds and create a message to resonate with what’s already there.” - Nancy Duarte*

When constructing your stories, you may be looking for inspiration. It’s not about turning your story into something fictional, it’s about designing a story so the delivery is engaging to your audience and serves a purpose. Below are some examples of “Who am I?” and “Who are we?” stories.

 <p><a href="https://bit.ly/2Jz4GuA">https://bit.ly/2Jz4GuA</a></p>		<p>Sara Blakely: Spanx</p>
 <p><a href="https://bit.ly/2llgAyM">https://bit.ly/2llgAyM</a></p>		<p>Michael Dubin: Dollar Shave Club</p>
 <p><a href="https://bit.ly/2lljV0M">https://bit.ly/2lljV0M</a></p>		<p>Jessica Mah: InDinero</p>
 <p><a href="https://bit.ly/30uW7XZ">https://bit.ly/30uW7XZ</a></p>		<p>Michael Dell: Dell Technologies From 2:17-3:20</p>

## How to Create the Identity Story

*“Purposeful storytelling isn’t show business, it’s good business.”*  
- Peter Guber, CEO of Mandalay Entertainment, entrepreneur, educator

Constructing any story prior to delivery to an audience means you will need to put some thought into the key point and the structure of the story. Once you have these three steps completed, you will only need to rehearse your delivery.

Building an identity story is done in three simple steps:

1. Choose a **focus** or point to make
2. Choose a **story** from your experience
3. Identify the **structure** for the delivery

### 1. Choose Your Focus or Your Point

As the new leader of a team, if you wanted them to know how competitive you are when it comes to completing projects, you may want to share a story to show it. For example, if you have always been competitive like this, you might share a story about how you stayed up all night in 7th grade working on your science project because you wanted that blue ribbon so badly. What is the point you want to make about you or your organization?

For example:

- Tie the story to one of the company’s core values
- Tie a story to something you strongly believe in
- Tell a story to showcase a corporate area of focus for the quarter
- Tie a story to the “why” behind everything you or your organization does

### 2. Choose a Story from Your Past

Use the prompts below to trigger a past memory for a story to support the focus or point you want to make. If the story is meant to be a “Who are we?” story, you can also use the following prompts to ask other team members who have been with the organization longer for story ideas.

- |                       |                      |
|-----------------------|----------------------|
| ▪ First or Last       | ▪ Success or Failure |
| ▪ Best or Worst       | ▪ Turning Point      |
| ▪ Problem             | ▪ Decision           |
| ▪ Risks               | ▪ Mistakes           |
| ▪ Obstacles           | ▪ Lessons Learned    |
| ▪ Roadblocks          | ▪ Pain Points        |
| ▪ Vision: What’s Next | ▪ Best Advice        |

### 3. Choose a Story Delivery Structure

At a very high level, all stories have a beginning, a middle and an end. For the story to move along with some kind of flow we normally see the beginning set the stage. Then, the middle is where things tend to get messy and people need to start making decisions. Finally, the end is where we see a resolution. While it's entirely possible to make storylines much more intriguing or complex, Hollywood-style movies are not what we need in a business setting. All stories need structure and flow.

Below are some simple structures you may consider when constructing your Identity Story.

#### The Change

##### Your experience:

Tell the audience about a past success or failure

##### Lesson learned:

Tell the audience what you learned from the experience

##### How it changed you:

Tell how this experience has made you who you are today

#### The Choice

##### Your situation:

Tell about a situation which led to a fork in the road, a choice you had to make

##### The choice:

Tell the audience about the choice you made and how it turned out (good or bad, you can learn from it).

##### Tie it to your core belief or core value:

Explain how the choice may appear difficult, but it was easy because of your core values

#### The Common Thread

##### Several key life experiences:

Briefly tell the audience about several (3 works great) life experiences that may seem unrelated

##### Your reflection:

Give the audience your “common-thread” discovery after reflecting on all three

##### Tie it to your core belief or value:

Explain how this common thread makes sense because it ties to your core values

#### The Timeline

##### Past experience:

Tell the audience about a past experience (yours or the organization's)

##### Present:

Tell the audience about how the experience or decision led to where you (we) are today

##### Future:

Connect this by showing how that experience is guiding where we (you) are going in the future

## Deliver Your Identity Story

*"Storytelling offers the opportunity to talk with your audience, not at them."*  
- Laura Holloway, Founder and Chief of The Storyteller Agency

## Exercise: Create your Identity Story

Use the space below to prepare and document your “Who am I?” or “Who are we?” identity story.

What is the focus or the point you want to make in your identity story?\_\_\_\_\_

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What is the structure you will use?\_\_\_\_\_

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## Create your Identity Story:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

*John C. Maxwell shares 4 powerful sources to identify stories to connect with others. What you know, What you've done, What you can do, How you've lived*

## Evaluate Your Story and Delivery

*“Stories are the most powerful form of human communication.”*

- Peg C. Neuhauser, author, *Corporate Legends and Lore*

A great storyteller understands that there is always room to improve. Dale Carnegie said, “There are always three speeches, for everyone you actually gave. The one you practiced, the one you gave, and the one you wish you gave.” Whether you evaluate your own performance or seek feedback from others, no one will improve their performance without consistent evaluation, reflection and implementation of new skills. An ongoing challenge is to incorporate new techniques and address the areas to improve you have learned in this class.

### Exercise: Identity Story Reflection Questions

At the conclusion of your story, provide feedback by answering these questions.

What did you learn from this exercise?

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How can you use an identity story in the future?

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What do you feel you did well with the story or the delivery of the story?

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What do you feel you could improve when telling corporate stories in the future?

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## Sources for Stories

*"The most powerful person in the world is the storyteller. The storyteller sets the vision, values and agenda of an entire generation that is to come." - Steve Jobs*

Our life is our story. People can relate to stories. People connect with stories. For centuries, history was passed down through the generations using stories. Personal stories are always intriguing and can lend authenticity to your message. Everyone has stories to tell because everyone lives a story every day. If you don't have any personal experiences that will work, another option is to interview other people and tell their story.

## Fictional Stories

You could tell a parable, fable, or share a made-up story.

## Historical Stories

Stories from history are educational. It could be 100 years ago or last week.

## Other People Stories

When someone else shares a story you like, you could retell their story. Don't claim it to be your story.

## Personal Stories

Your personal stories are the best because they are personal and original. Let's explore this more...

[illegible]

## Identify Your Personal Stories

*“Tell me the facts and I’ll learn. Tell me the truth and I’ll believe. But tell me a story and it will live in my heart forever.” - Native American proverb*

This comment seems to come up every time we discuss storytelling, “But I don’t have any stories!” If you think you don’t think you have any good stories, maybe you’re not really looking or maybe you don’t really know where to look. First, we will discuss how can you become better at looking for stories. Then, we will discuss where is the best place to find the seedling of your next story.

### Become an Observer

Daniel Kahneman has studied how we all think for most of his career. In his book *Thinking Fast and Slow* he explains how we all have two systems operating in our minds. He calls them System 1 and System 2. The world of System 1 is the automatic. It’s in charge of directing your attention and making snap judgements. For example, System 1 is great at driving on a straight and empty highway, noticing a surface is hot when you touch it, or knowing that  $2 + 2 = 4$ . This is the part of our brain that’s always on and always monitoring. It takes care of our day-to-day, mundane habits so we don’t have to bother the big thinker... System 2.

System 2 takes care of the heavy lifting. It gets involved when System 1 has prompted it into action. When you hear a loud “bang!” your System 1 will whip your head around to look. It will also notify System 2 to figure out the source, assess any damage, and figure out what to do next!

When we go through our day on autopilot our System 2 stays calm and relaxed. In fact, Kahneman points out that deep down we’re all a bit lazy. It’s hard work to activate System 2 and we don’t like doing it. We tend to select our actions based on the paths of least resistance (“If System 1 can handle it, then just handle it!”). Because of this, our System 2 tries to stay on the couch all day watching Netflix while System 1 is on the clock.

### The Unexpected Source

If you want to train your brain to notice more story sources, start taking notice of where System 1 draws your attention. Your best source for stories is something unexpected. By the way, that’s not a sentence meant to be a cliff-hanger before I tell you the unexpected source. That is the source... the unexpected!

Any time you experience something unexpected, your System 2 will be required to pause Netflix and get off the couch. It’s required to look at the situation because System 1 doesn’t have this one in the playbook. It’s new. It’s different. It’s unexpected. This situation has never been encountered before, so System 1 doesn’t know what to do.

Don’t worry, you’ll do this naturally because we’re all wired this way. System 2 looks at the situation and attempts to make sense or rectify the situation. But it also develops a template for System 1’s future playbook. If System 2 can get the new play into the playbook for System 1... then maybe System 2 can spend more time with Netflix!

This is our brain’s natural learning process. We experience a new situation. We reflect on the situation to learn from it. We file it away in the playbook for future reference. These unexpected experiences happen all the time and they are the seedlings for your next great story!

## Document Your Stories

Here's the problem... we all know how to handle many of life's simple situations (filed away in the playbook for System 1's future use), but if we're asked, "Where did you learn that?" We might be at a loss because we've forgotten. We forgot the original learning experience. Once you experience the unexpected and learn from it, write it down!

*Document your stories! Create a file with your stories so you can reference them when you are developing your next business presentation.*

A great suggestion from one of our Sr. Trainers, Todd Zwissler, is what he calls the Daily Homework. Each day write down one unexpected thing from your day. If you do this with a digital tool (e.g. Evernote or OneNote), you can include key words so you can easily search your story seedlings in the future. With these recorded in your Notes tool, you can easily search them later by keyword or tag to find the seedling for your next story. For example, you might have the following experiences documented for the past three days:

- The VP asked EVERYONE on one side of the dinner table to slide down a little, so I had more room at the end of the table. #leadership #service #courtesy
- Visited Federal Hill in Providence and noticed the Italian colored stripe down the center of the road. #history #Italy #family
- Talked to flight attendant and found out best place for food in Taiwan #travel #cuisine

### Exercise: Recent Situation

Document the highlights of a story or unexpected experience that happened to you in the past 30 days.

[illegible]

## How to Build a Lesson-Learned Story

*“People have forgotten how to tell a story. Stories don’t have a middle or an end anymore. They usually have a beginning that never stops beginning.”*

*-Steven Spielberg, Academy Award Winning Movie Director*

The stories can follow several models but most will contain multiple elements that give the story a body and structure. You can analyze most fairy tales to review the structure and flow of a story. It will always depend on your purpose for speaking, the expectations of the audience to whom you are speaking, and the situation you are addressing with your presentation.

### What’s the Point?

This is where you begin. What is the point you want to make with your lesson-learned story? Do you want to spur the group to action? Do you want the group to approach an upcoming situation with this new wisdom? Do you hope to have the audience avoid costly mistakes in the future? Do you want to reinforce the importance of the corporate core values?

Ask yourself this: *“What is the point I want to make?”* Every story should have a good reason for being told. Some stories are meant to be pure entertainment. Other stories are told with a moral or theme to teach a lesson. In business presentations, stories are often used to provide an example or to reinforce a point being made. The story serves as the supporting material for the key point.

### What’s the Story?

Just like you did with the “Who am I?” Story earlier, you need to pick the story you want to share. Go back to your notebook of story seedlings or spend a few moments reviewing the trigger words on page 10. Select a story from your personal history or from a related group. Make sure your story is something your audience can relate to properly.

### What’s the Structure of the Story? Situation – Action – Results

A common structure used by storytellers’ dates to 335 BC in Aristotle’s book, “Poetics” in which he states every story has a beginning, a middle, and an end (in ancient Greek, the protasis, epitasis, and catastrophe). When you want to create a simple but effective structure for your story, this is where you start.

A powerful template you can use for the Lesson-Learned Story is called the *Situation – Action – Results* structure. You start with the background information and dilemma of the story, then describe the responsive actions taken to correct the situation, followed by the results of the actions taken. In your conclusion you include the lesson-learned and how it can be applied to the audience’s world.

## Structure Your Story

### Opening – Grab the Attention

The beginning is where you grab your audience's attention and quickly setup the circumstances of the story. You can also employ a technique we call "The Bumper Sticker" where you offer a headline to make them want to hear more. For example, *"I've always been of two minds when faced with a problem."*

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### Middle

The middle is where things happen in the story, including the important events, struggles, or conflicts in the story. With the *Situation – Action – Results* model you can give the details of the dilemma faced and the decision that needed to be made. Then, give the investigative or responsive actions based on the decision made. Finally, offer the outcomes of the actions including any repercussions or consequences for poor decisions.

#### Situation

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#### Actions

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#### Results

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### Closing – Reinforce the Lesson Learned

As the story concludes, the speaker includes the lesson learned and ties it to the audience. When the audience can see how the lesson-learned provides them deep insights for avoiding their own issues in the future, they are more likely to implement the appropriate changes in the future.

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## Other Story Templates

*“The most powerful person in the world is the storyteller.” – Steve Jobs*

Storytelling can be a bit overwhelming when you start to consider all the possible ways to construct a story, but it is possible to simplify the process when you can see patterns in the types of stories people share. You’ve already learned several story models in this workshop including the *Lesson-Learned Story* and the *Identity Story*. Below are four additional story models often used in a business setting.

### David and Goliath Story

This is the classic underdog story and is ideal for inspiring your team to overcome tremendous odds. Use this story when you need to engage your team to look at a problem differently. If you need them to get creative to overcome a huge obstacle, this story can inspire. Here is the basic structure of the story:

1. Describe the scene and situation including the characters the and problem (Goliath)
2. Give the thoughts of the hero and include both the odds and the will to try anyway
3. Describe the unconventional approach to overcome the problem
4. Describe the feeling of victory when the underdog won!

### The Inspiring Vision

These stories are great for leaders seeking to motivate and inspire a group into action. Especially when the story can lead the audience to define their own path forward, but still have the excitement to move in the same direction as the rest of the team. Stephen Denning calls this the Springboard story.

1. Give the audience a setup. This may include a past problem and how the team way back then actually solved it creatively.
2. Next you showcase a new problem because the solution from way back then has created a new problem. In other words, the current status quo is no longer good enough!
3. The possibility is introduced as if “it was solved back then, why can’t we solve it again now?”
4. Then, let the audience know you believe they can solve it and ask them to get to work.

### Persuasive Story

Storytellers often invite us into the story so we can live through it too. What makes this a fun ride is that while we may mentally place ourselves into the story, there really is no consequence to us because we are not the one's in the story making the tough decisions. Persuasive stories encourage an audience to move or make a decision to change. When you need to inspire change, this template can work well.

1. First, introduce a situation from your past (unpleasant situations work great in this spot).
2. Connect with the audience by commenting how we've all dealt with issues like this in the past
3. Share your own vulnerability so they can see you're not a superhero and what you learned
4. Next, connect that older situation to the current situation and apply what was learned
5. Finally, help them see the final end state when the current situation is fixed and encourage them to build the bridge to take us all there.

### Fable Story

Fables are extremely effective when you want to focus the audience on a truth or a simple lesson. These stories don't need to be written, they just need to be discovered and then retold. Audiences enjoy fables because they are short, fun and simple to interpret. All fables follow a similar model:

1. Introduce the characters and the situation (usually a challenge or a problem).
2. Show the approach to the situation and allow the audience to connect with the "why"
3. Share the outcome of the story and tie it back to the ageless truth, value or moral

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*"People have forgotten how to tell a story. Stories don't have a middle or an end anymore.*

*They usually have a beginning that never stops beginning."*

*-Steven Spielberg, Academy Award Winning Movie Director*

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## Make Your Story Engaging

*“If you wish to influence an individual or a group to embrace a particular value in their daily lives, tell them a compelling story.” - Annette Simmons*

Storytellers leverage their speaking skills such as volume, inflections, pacing, pausing, facial expressions, and body language to take the audience members on a journey. Practicing the art of storytelling can make your presentations come to life. Here are a few areas to focus on when telling a story.

### Characters

Truly engrossing stories have character development, but speakers do not have the luxury of time as in the movies. Therefore, characters are usually introduced with their name, title, role, and relationship. This puts the characters in context. Give them a name so we can relate to them.

*“Johnny was at the park” is better than “The boy was at the park.”*

### Dialogue

This can make it easier for the audience to understand. It also helps bring the scene to life. Without a first-person voice speaking, it sounds more like reading about the story in the newspaper. Use dialogue to show the story unfolding in real-time for the audience.

*My boss held my stare and said, “That is the professionalism we’ve needed.”*

### Timing

Two suggestions on timing, one is to keep the stories around two minutes. The second suggestion on timing is to practice your delivery, line by line. If the story is told without appropriate pauses or pace, it can lose its dramatic effect on the audience. Timing is everything.

### Body language

Stories begin to come to life when the speaker either acts out a portion of the story as if he/she is a participant, or he/she utilizes hand gestures to help create the reality of the situation. “My son and I were playing catch.” That phrase would create a much better image if the speaker were moving his/her arm in a throwing motion. Animate your story with facial expressions and gestures.

### Vocals

Proper use of pronunciation, articulation and the expression of sounds are keys to an audience’s understanding of your story. When audience members have a hard time understanding, they disengage from the speaker. Utilize vocal variety to help create engagement with audience members. Bring the story to life with your voice, including your pace, tone, and pauses.



<https://bit.ly/2JzSwly>



Russ Peterson Jr. describes what it takes to incorporate effective stories into your presentations and how to bring them to life with your delivery.



## Tell your Corporate Story

*“Storytelling offers the opportunity to talk with your audience, not at them.”*  
 - Laura Holloway, Founder and Chief of The Storyteller Agency

### Exercise: Tell your “Lesson-Learned” Story

Use the space below to prepare the outline of your corporate story.

What is the lesson learned in the story? \_\_\_\_\_

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What is your opening line for the story? \_\_\_\_\_

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What is your closing line for the story? \_\_\_\_\_

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Create your “Lesson-learned” Story

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## Evaluate Your Story and Delivery

*“Storytelling is the most powerful way to put ideas into the world.” - Robert McKee*

Whether you evaluate your own presentations or seek feedback from others, no one will improve without getting evaluated. A great communicator understands that there is always room to improve and is open to both the positive feedback, as well as opportunities for improvement. Our challenge to you after this class is to reflect on what you learned and implement the skills and the feedback provided by the instructor and your peers. Self-reflection is also a critical component to continuous improvement.

### Exercise: “Lesson-Learned” Story – Reflection Questions

At the conclusion of your story, provide feedback by answering these questions.

What did you learn from this exercise?

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How can you apply this to future speaking opportunities?

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How did this story compare to your first story?

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What do you feel went well with the story content and the delivery of the story?

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What do you feel could be improved in the future?

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## Workshop Summary

*“If you’re going to have a story, have a big story, or none at all.” - Joseph Campbell*

Stories are not just for entertainment. We have all heard a manager say, *“We want more than just a bunch of data. We want the data to tell a story.”* What your audience is really saying is they want you to lay out the data along a storyline template or model, personalize the facts, and show how the data is applicable to real world business situations. Most audiences love a corporate story when it is well told. Everyone has the ability to tell a great story - it is a skill and it can always be improved. Capture your stories, practice your stories and share your stories. We will all be enriched by the experience.

### In this workshop we learned the following:

- Leaders use corporate stories to motivate, teach, entertain, guide, build trust, influence, and explain. By utilizing effective stories, audiences will retain more of the information presented for a longer period of time.
- The “Who Am I?” Identity Story is used when you need to introduce yourself to a group. This is where you get to share the answer to questions like: Who are you? When did you start? Where did you come from? What are your future plans? Why are you doing this?
- The “Who Are We?” Identity Story is used when you need to introduce your company or team. Important details to share include: Our Mission: What we do and who we serve, Our Values: What we care about and what we believe, and our vision: Where we are headed and what we will achieve.
- Four sources for stories you can share in a corporate environment include: Fictional Stories, Historical Stories, Other People Stories, and Your Personal Stories. Personal stories are always intriguing and give authenticity to your message.
- Document your stories! Create a file with your stories so you can reference them when you are developing your next business presentation.
- Each story within your presentation should be only long enough to make your point. Strive for 1 to 3 minutes. Anything longer likely includes extraneous details that don’t move the story ahead. Aim for a crisp rendition, leaving the audience wanting more.
- Ask yourself this: “What is the point I want to make?” Every story should have a good reason for being told. In business presentations, stories are used to provide an example or serve as supporting material for the key point.
- Storytellers leverage their speaking skills such as volume, inflections, pacing, pausing, facial expressions, and body language to take the audience members on a journey. Practicing the art of storytelling can make your public speaking come to life.
- A great storyteller understands there is always room to improve. Seek out feedback from others so you can continue to improve your storytelling skills.



# CORPORATE STORYTELLING

## Implement to Improve

*“Knowing is not enough; we must apply. Willing is not enough; we must do.”*

*- Johann Goethe*

**I**n business, to be a successful, you must have a plan. This iSpeak course has provided you with the *information* and the *inspiration* to improve yourself towards personal success. The final step is up to you - you must *implement* what you have learned and that will lead to *improvement*.

While the implementation phase can be the most trying, it is also the most significant. Without implementing the new knowledge and skills that you have gained, improvement will be impossible. To assist you in the transition from classroom to real world experience, iSpeak offers this section to record how you will implement what you have learned in this course.



## iSpeak After the Class

*“We shall neither fail nor falter; we shall not weaken or tire... give us the tools and we will finish the job.” - Winston Churchill*



### **iSpeak Website**

At iSpeak we are always adding videos, podcasts, downloads, and tools for you! iSpeak developers continually enhance our curriculum with modern tools and job aids. As the tools, podcasts, and videos are created, they are added to the iSpeak website.

<http://www.ispeak.com>



### **iSpeak on Facebook**

When you “like” us on Facebook, we will keep you posted on free training tools and instructional videos with posts to our wall.

<http://www.facebook.com/iSpeakinc>



### **iSpeak on Twitter**

Twitter is our tool for communicating relevant and timely information to you for aiding in your own professional development. Read motivational quotes, links to leadership blog posts, links to instructional videos, and announcements of upcoming events.

<http://twitter.com/iSpeakinc>



### **iSpeak Blog**

Our content experts not only deliver in the classroom, they also document their research and insights on our iSpeak Blog. Be a part of the conversation and post your comments and replies to our instructors!

<http://www.ispeak.com/blog>



### **iSpeak YouTube Channel**

Informative videos (and some just for fun!) of our instructors are placed on our YouTube channel. You can view a sample of some of our instructors to get a feel for the energy they bring to the classroom. Each of our instructors has a unique style they love to share with the students.

<http://www.youtube.com/ispeakdotcom>

# Satori

*"Perfection is a direction, not a destination."* - Russ Peterson Jr.

Satori (Sa-to-ree) is a Japanese term that means state of sudden spiritual awareness. Satori is a Zen Buddhist term for enlightenment. The word literally means “to understand.” iSpeak programs consistently produce what we call “Satori Moments”, also known as Light Bulb moments or Ah-Ha Moments. It’s like a light switch that gets turned to the “on” position inside of you. We encourage you to write down ideas, thoughts, or observations when you realize a place in your work or home life where you can apply the information.

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This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Kaizen

*“There is no best, there is always a better.” - Kevin Karschnik*

Kaizen is a Japanese term that refers to a philosophy of continuous improvement. “Kai” means change and “Zen” means good. The term kaizen translated at its fullest means “the willingness to constantly pursue improvement one small step at a time.”

Throughout this iSpeak program you documented “Satori Moments” - information you indicated was important. The next step is to take this information, combine it with inspiration, and implement these techniques in the workplace and in your home life. This can be done in the form of a commitment you make to yourself – a promise to take action on what you have learned. Focus on only one or two commitments at a time. Trying to implement too many changes at once can be overwhelming, decreasing your efficiency and creating anxiety.



### Exercise: Workshop Commitments

What positive changes do you want to implement from this workshop?

1. I will...  


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2. One idea I will share with others is...  


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Signature

\_\_\_\_\_  
Date



## Recommended Reading List

*“What we become depends on what we read after all of the professors have finished with us. The greatest university of all is a collection of books.” – Thomas Carlyle*

*Lead with a Story, A Guide To Crafting Business Narratives That Captivate, Convince, and Inspire*, Paul Smith, AMACOM, 2012

*The Leader’s Guide to Storytelling, Mastering the Art and Discipline of Business Narrative*, Stephen Denning, John Wiley and Sons, 2011

*Secrets of Successful Speakers: How you can Motivate, Captivate & Persuade*, Lilly Walters, McGraw-Hill, 1993

*Corporate Ovations: Your Roadmap To More Effective Presentations*, Russ Peterson Jr. and Kevin Karschnik, Discovery Tree Press, 2013

*Speaking Secrets of the Masters*, Speakers Roundtable, Executive Books/Life Management, 1995

*Success Secrets of the Motivational Superstars*, Michael Jeffreys, Prima, 1996

*Everyone Communicates, Few Connect*, John C. Maxwell, Thomas Nelson, 2010

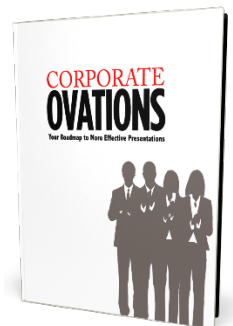
*Made to Stick: Why Some Ideas Survive and Others Die*, Chip Heath and Dan Heath, Random House, 2007

*Communicating for a Change: 7 Keys to Irresistible Communication*, Andy Stanley and Lane Jones Multnomah, 2006

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### The iSpeak Presentation Planner

Presentation Purpose  
Audience Analysis  
Opening and Close  
Developing Key Points  
Delivery Techniques



*QR code link to the  
Presentation Planner PDF file*

[www.iSpeak.com/wp-content/uploads/Corporate-Ovations-Presentation-Planner-20140825.pdf](http://www.iSpeak.com/wp-content/uploads/Corporate-Ovations-Presentation-Planner-20140825.pdf)

## iSpeak Workshops

*“The instructor’s depth of knowledge and experience went far beyond what this course was about, which added a richness of experience and many more tips and advice that flowed easily and was extremely useful. I like that it was easy to mix levels of experience and everyone learns!” - Mark Bakke, Dell*



Our workshops are designed and delivered for maximum impact and behavioral change. iSpeak provides presentation skills training and tools for Business Professionals, Sales professionals, and Leaders. Whether you are an executive casting a vision for your company or a sales professional communicating to potential customers, we can help you prepare, develop and deliver that message.

### Business Professionals

**COMMUNICATION TOOLS** **MESSAGE BUILDER** **VISUAL STORYTELLING** **PRESENTATION SKILLS**

**SPONTANEOUS PRESENTATIONS** **CORPORATE STORYTELLING** **TOOLS FOR INFLUENCING**

As a business professional you are asked to create and deliver messages that may be informative, such as a financial review, or they could be persuasive as in a request for a budget approval. The response from your audience is dependent on both you and your message.

In these programs you will learn how to write and deliver a message from beginning to end. You’ll also learn how to engage your audience visually and with your message. When applicable, students leave class with video recordings of their classroom presentations for greater self-awareness and self-coaching.

### Sales Professionals

**SALES DISCOVERY** **SALES PRESENTATIONS** **SALES INFLUENCE**

As a sales professional you will be presenting your ideas to customers in a persuasive manner. In these programs you will learn how to uncover the data you need to effectively design and deliver a persuasive message that inspires action. These classes provide an opportunity to practice communication and questioning techniques, develop a presentation, and practice methods of influence and persuasion.