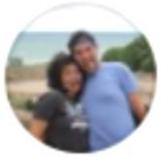


Let me tell you a story...

The Power of Storytelling in Agile Coaching





Jason Anderson ▶ Mark Cruth Jr.

...

June 2, 2009 ·

MMMMMARRRRRRRRRRRK! Thanks man 😊 It was great! A few little kinks along the way, but I met my team members and they seem like knowledgeable, fun to work w/ people. They also do the type of development process that I have been really interested in trying; it's called scrum. Basically you work in a area next to your whole team while you work on getting tasks done. You meet every day in the morning and discuss what you did the day before and what you plan on doing that day. It's pretty cool, and seems the most beneficial for a newbie like myself 😊







Personal Mission

I will do everything in my power to breakdown barriers to collaboration in order to build an environment that values agility, autonomy, and feedback.

Mark



Mark Cruth

Detroit, Michigan



Father, Husband, Agilist, Amateur Storyteller



Founder & Coach

TEAL MAVERICKS



Co-Active Coaching

Agile Organizational Coaching

Management 3.0 Facilitator

ICAgile Trainer

Agile Coach

Quicken Loans®
Engineered to Amaze®

Practitioner

8fold Pros



Icebreaker: Details!

Details are everything to storytelling. Even the most basic activity can be made riveting with the right amount of detail applied...

Partner with someone and take turns describing a basic activity:

- Storyteller 1...describe the process of putting on your **shoes**
- Storyteller 2...describe the process of putting on your **coat**

Timing: 2 minutes per storyteller

4 Min

Rules

Storytellers
must use the
Full 2 Minutes

Listeners must
close their eyes



So why are we here?

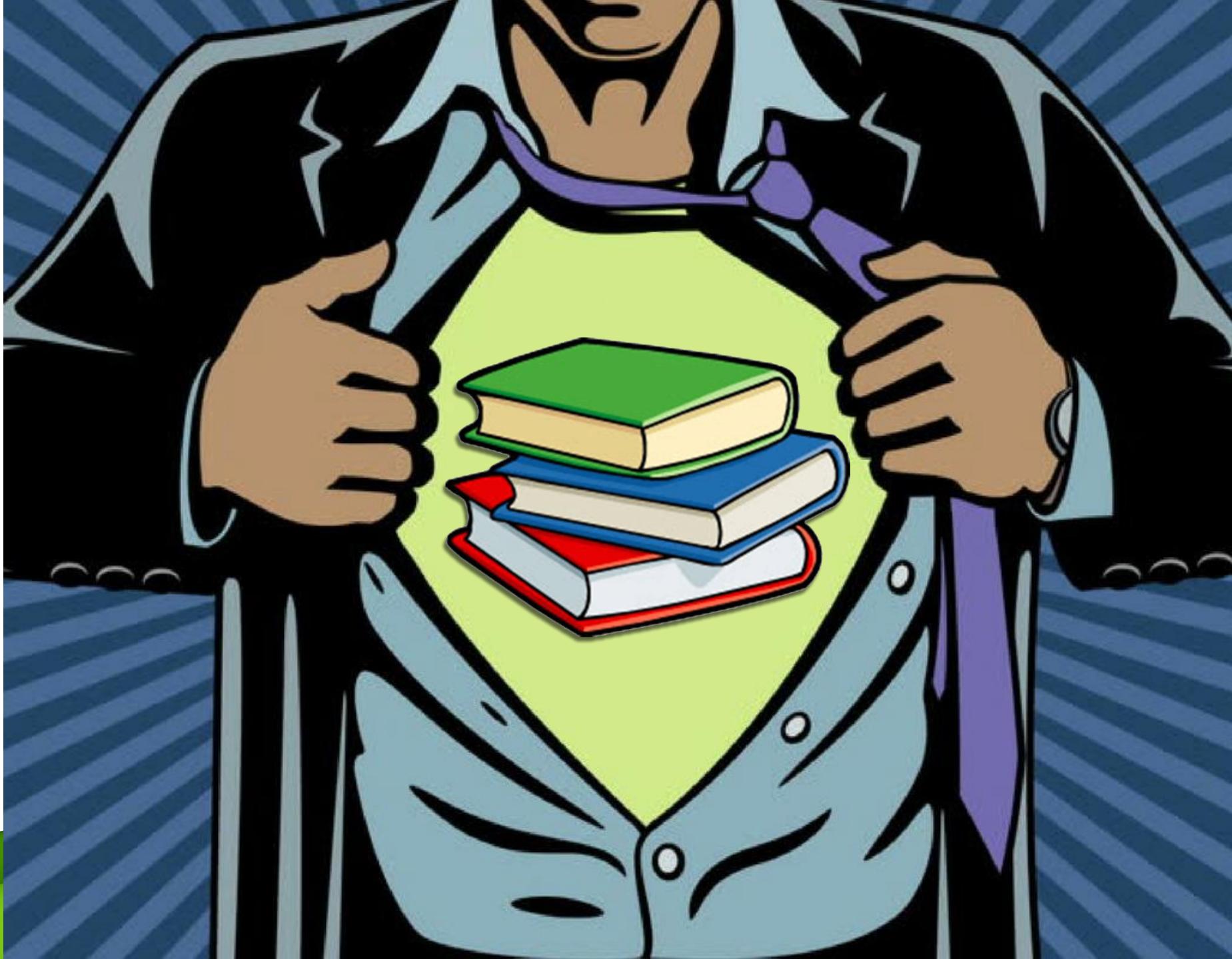
To add *Storytelling* to our
Agile Coaching Toolbox



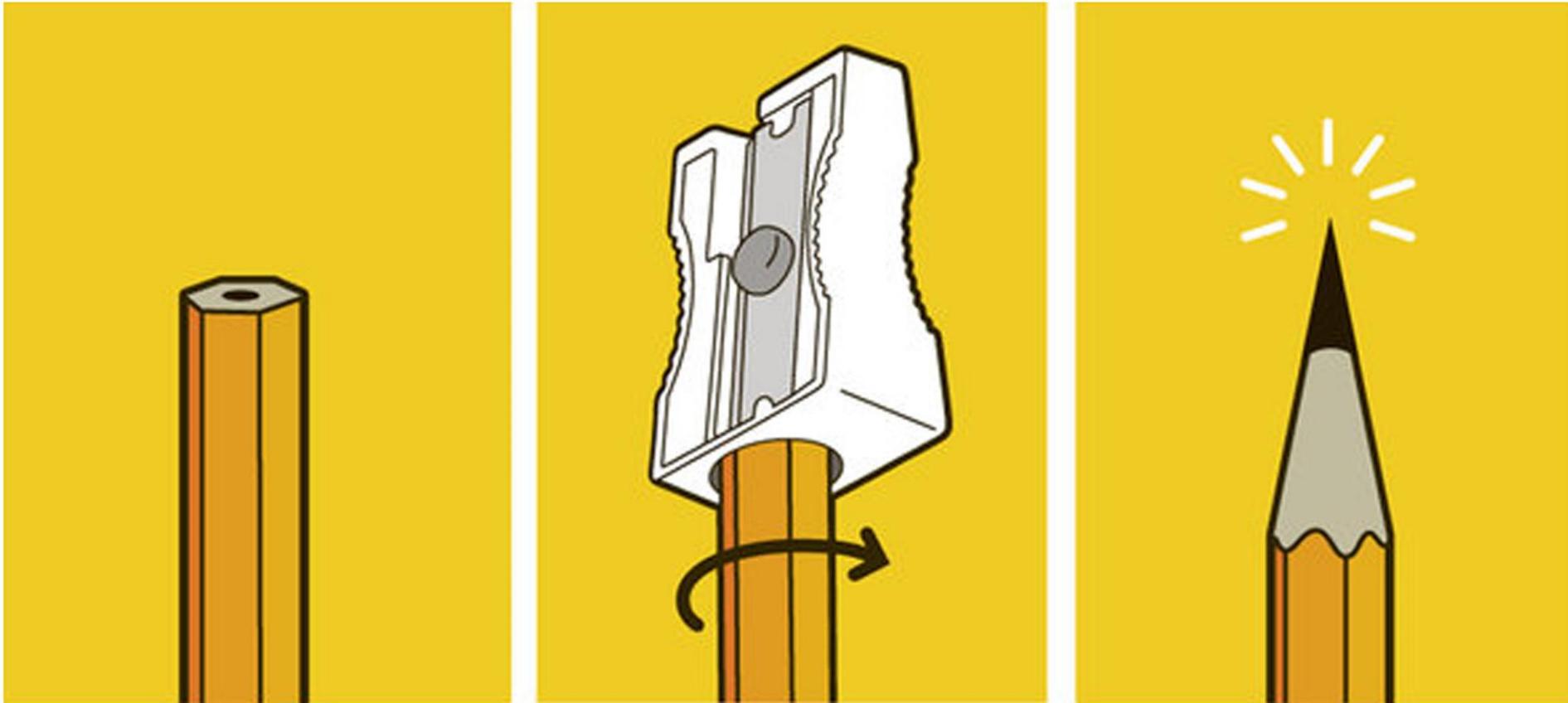
Guess what...



You're a
Storytelling
Superhero!



We just need to **sharpen** your skills



How are we going to do it?

Learn



Do



sto•ry

noun, plural **sto•ries**

1. an account of events that are causally connected in some way

Stephen Denning, The Leader's Guide to Storytelling







A good storyteller can **suspend our disbelief**









Lascaux Caves, France (17,000 Years)



Sulawesi Caves, Indonesia (35,000 Years)



Epic of Gilgamesh
4,000 Years



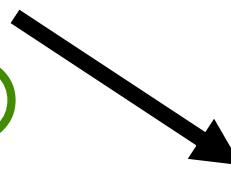




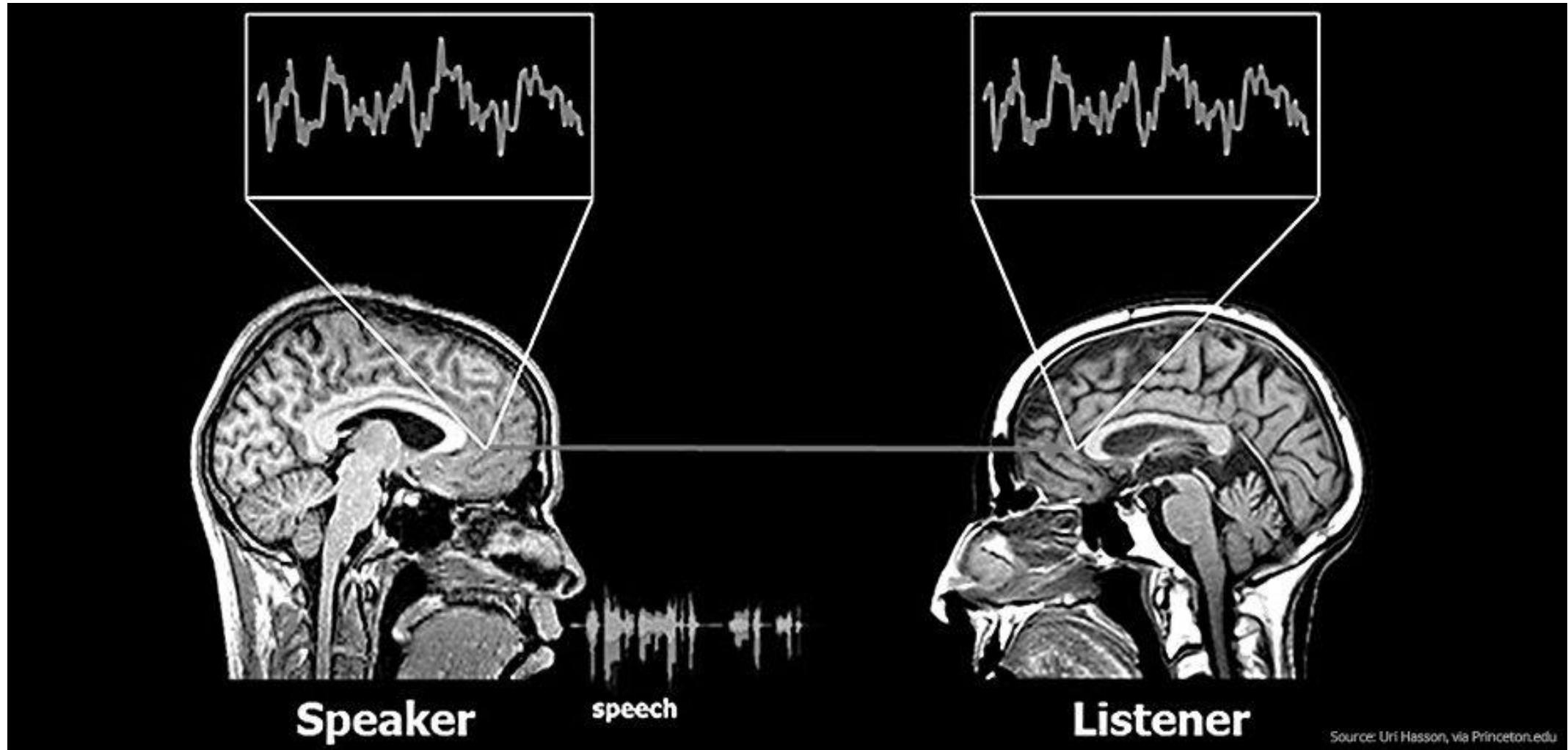




**Modern
Human ☺**

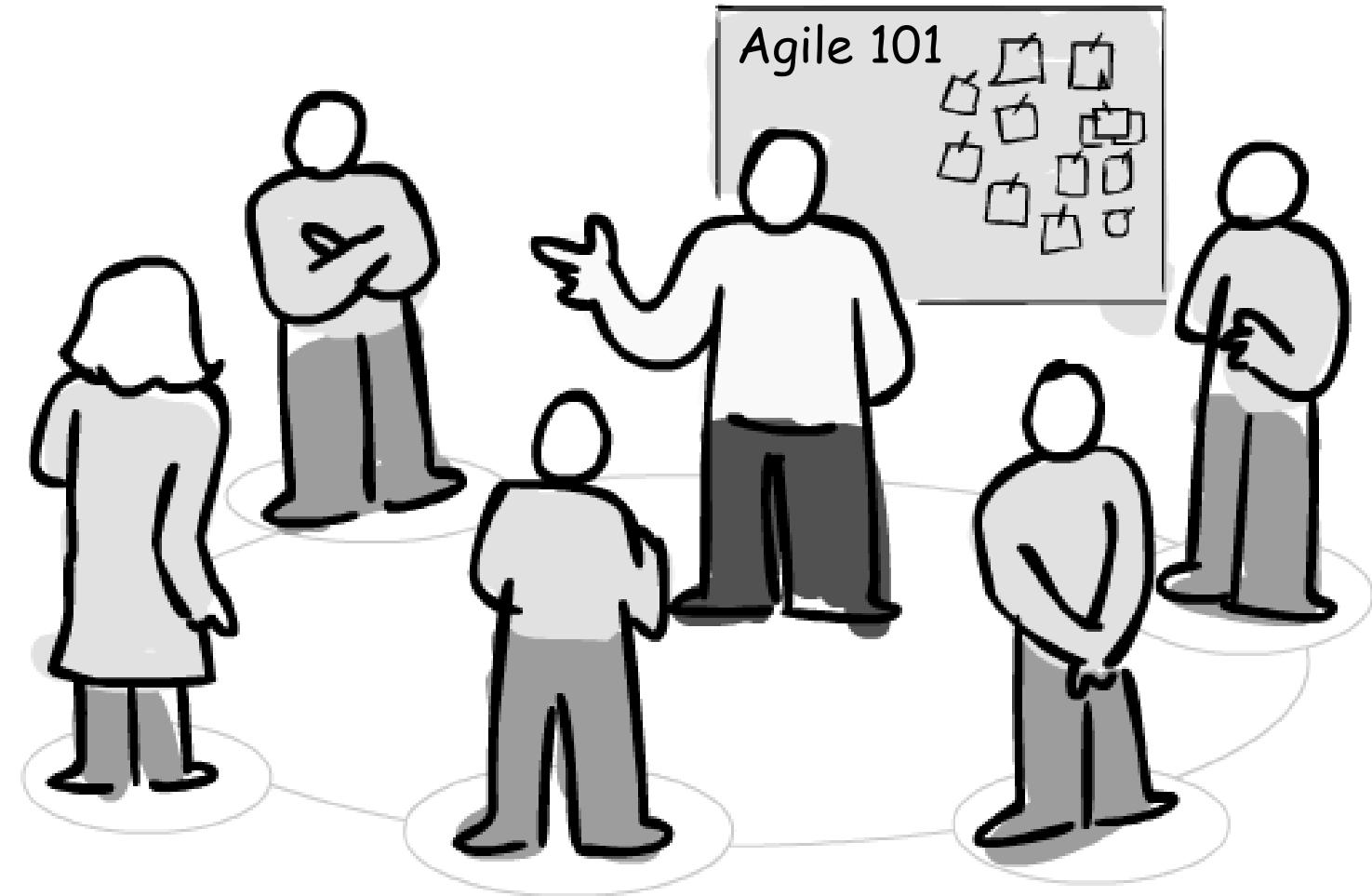




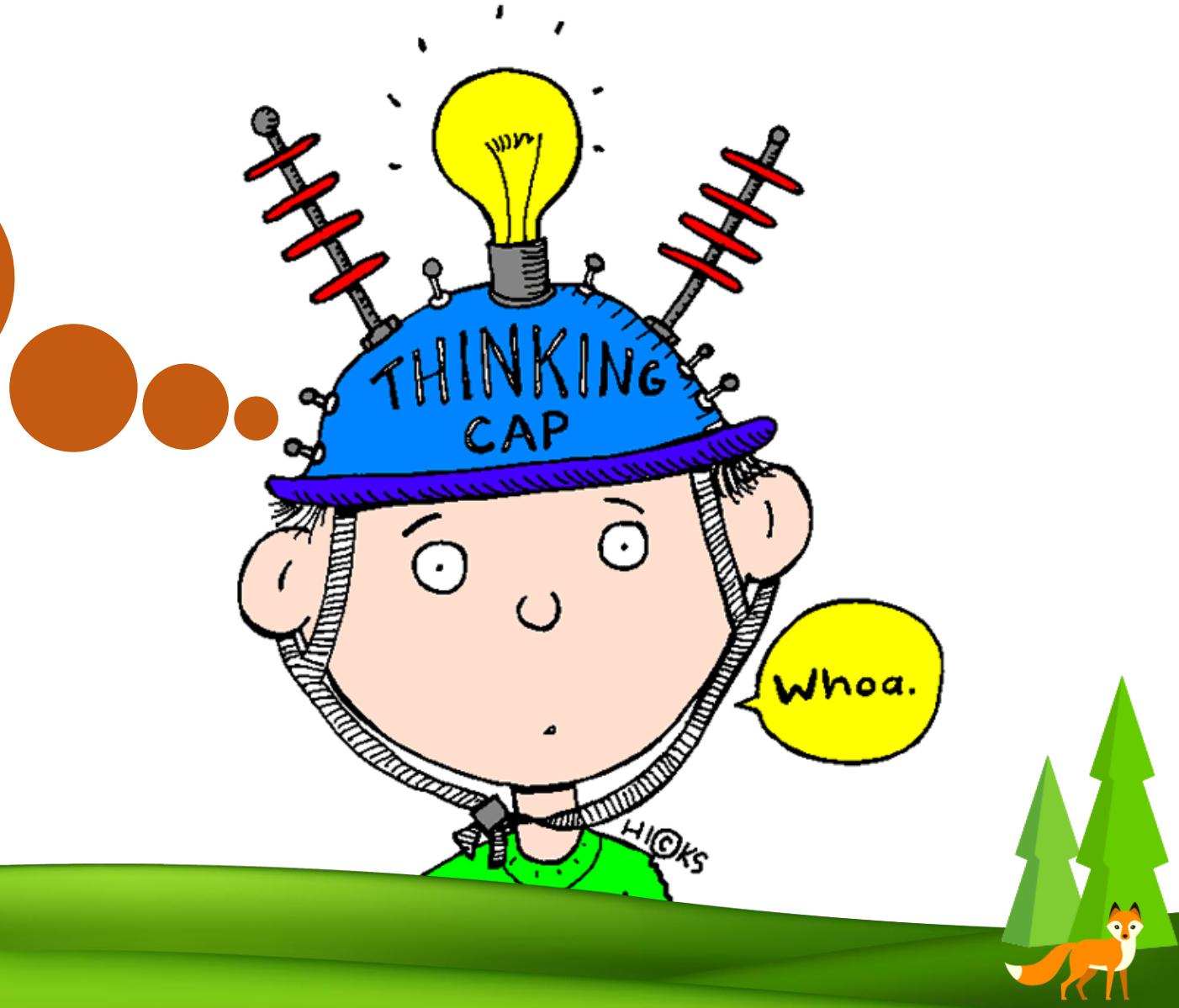


The Storytelling Cocktail





Agile Coaching
=
Storytelling



Exercise: Find Your Story

3 Min

All stories have an origin, and that origin usually comes from an experience.

Part 1: Answer **TWO** of the following questions:

"I can't believe I once..."

"During the Music City Agile conference I..."

"...changed my perspective on Agile."

"I was working with a team and..."

Part 2: Find a partner and share your answers

Timing: 2 minutes to answer questions, 1 minute to share



"It's useless to attempt to reason a man out of what he was never reasoned into."

- Jonathan Swift (Author) -





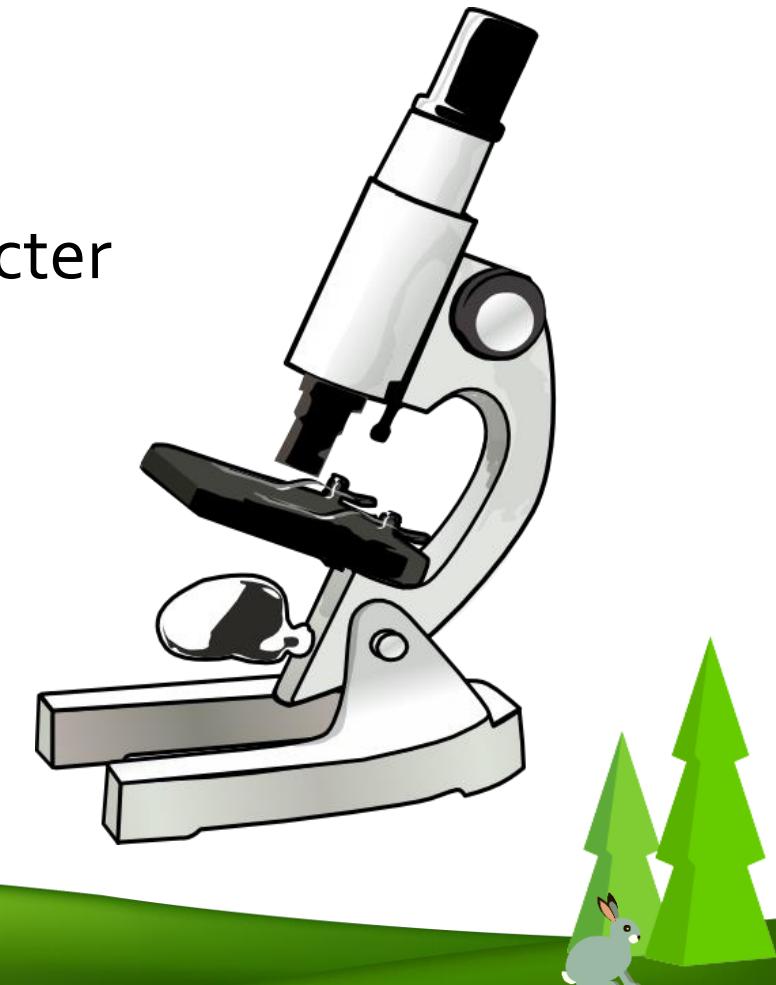
Disney's Story Characteristics

- Create a character that is unique but loved
- Allow the audience to become part of something more
- Play with the unknown

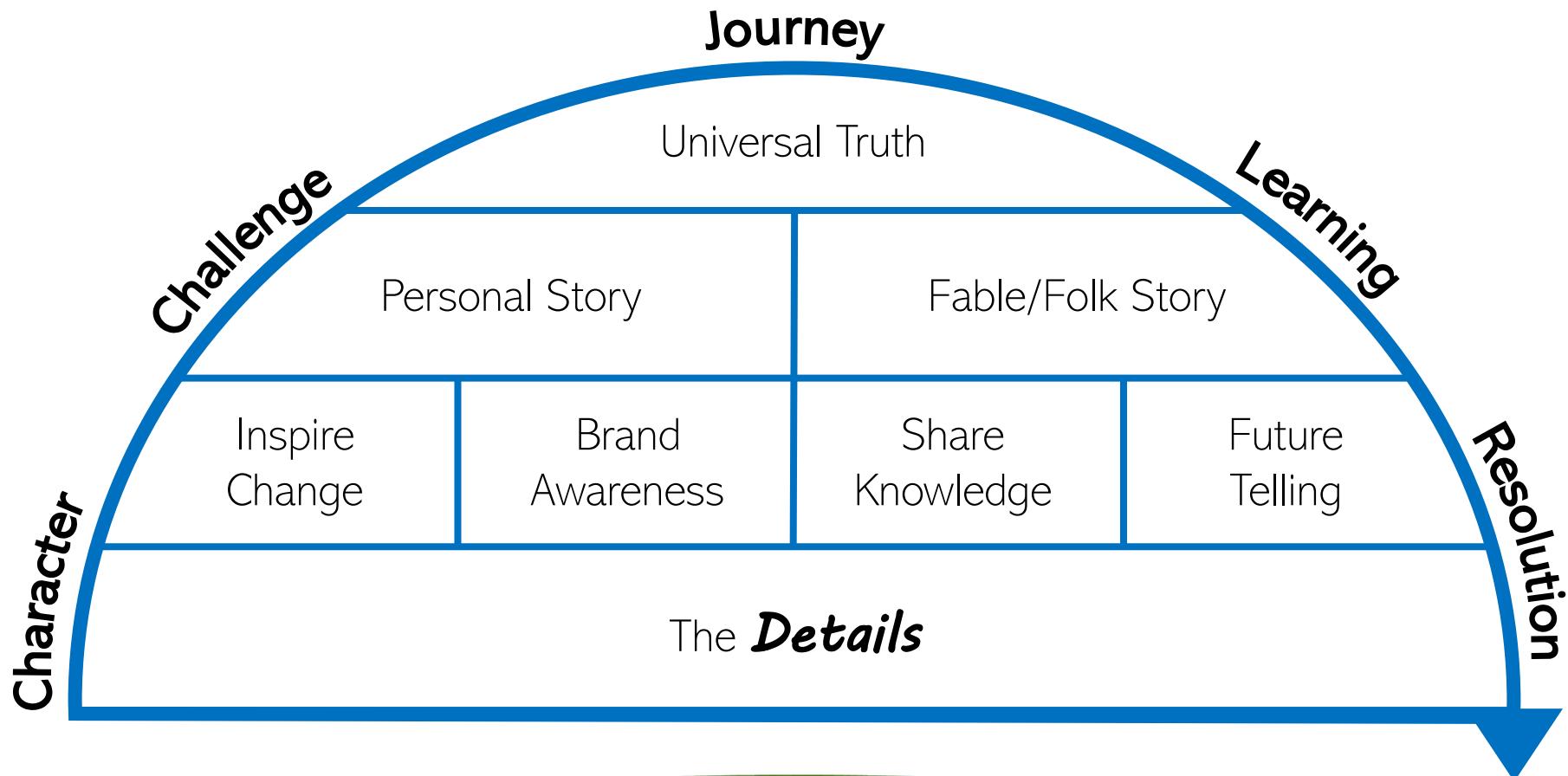


Story Characteristics

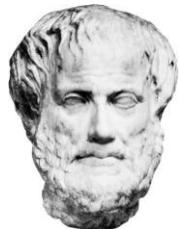
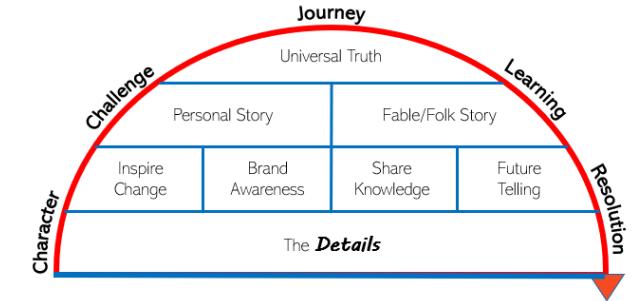
- Includes an underdog we root for
- Includes a villain we root against
- Includes a conflict or experience that grows character
- Creates a vision of a brighter tomorrow
- Relatable to the audience
- Focuses on a shared desire
- Audience sees themselves in the characters



Storytelling Framework



The Structure



Aristotle

Beginning → Middle → End

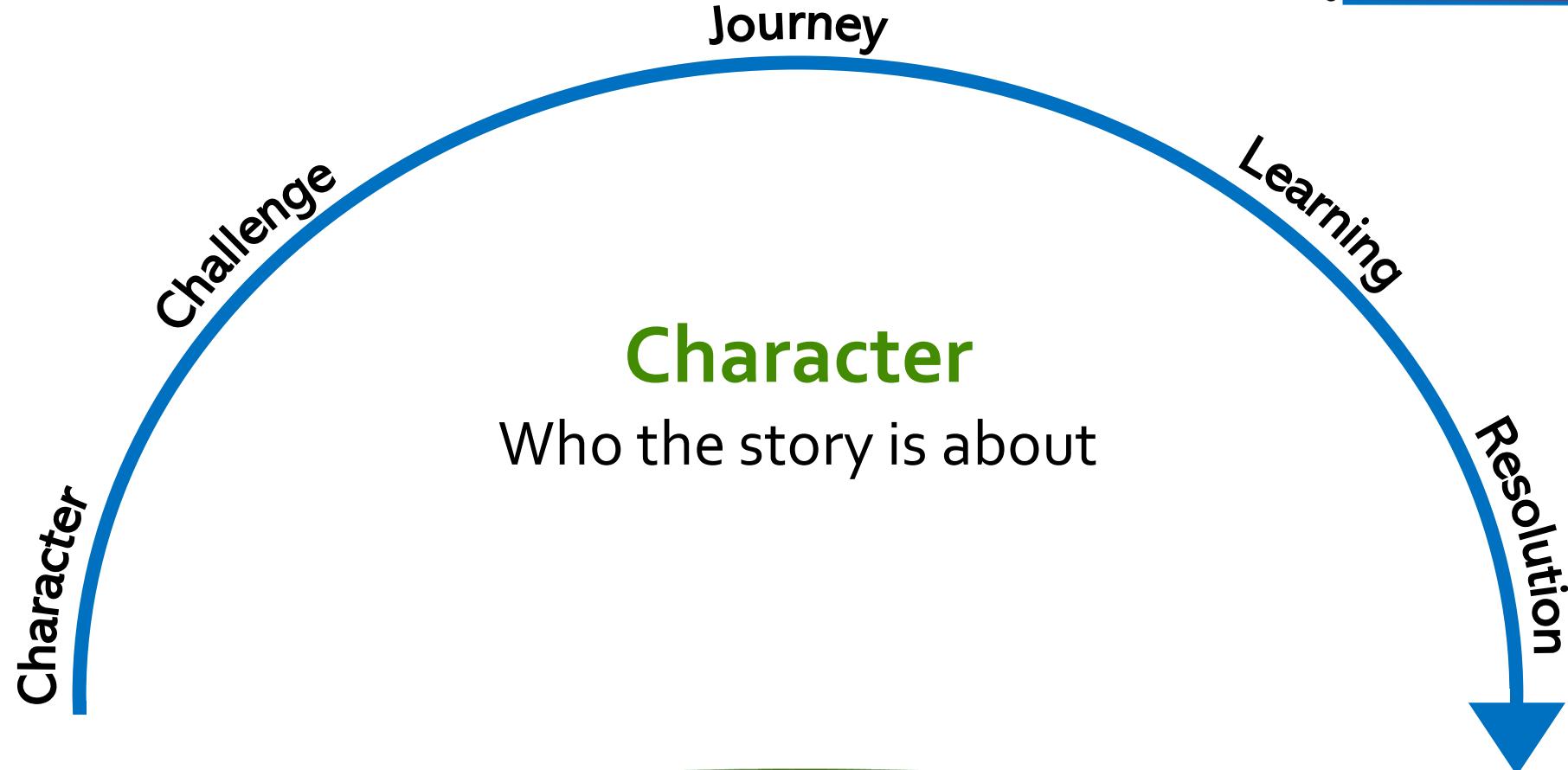
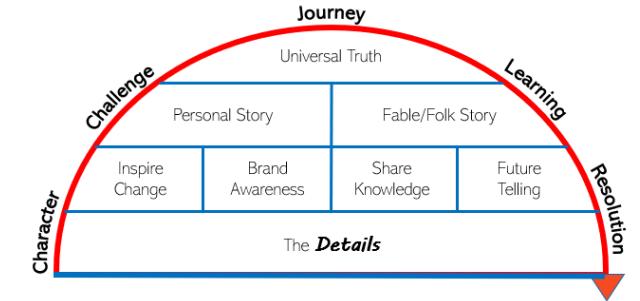


Gustav Freytag

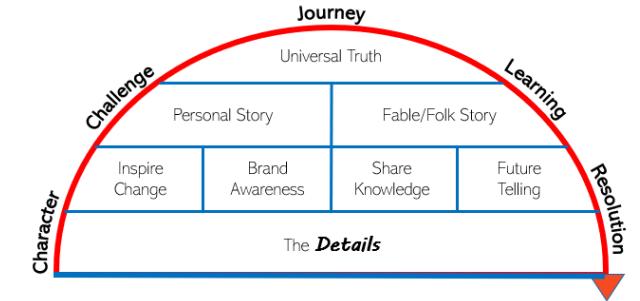
Exposition → Rising Action → Climax → Falling Action → Dénouement



The Structure



The Structure



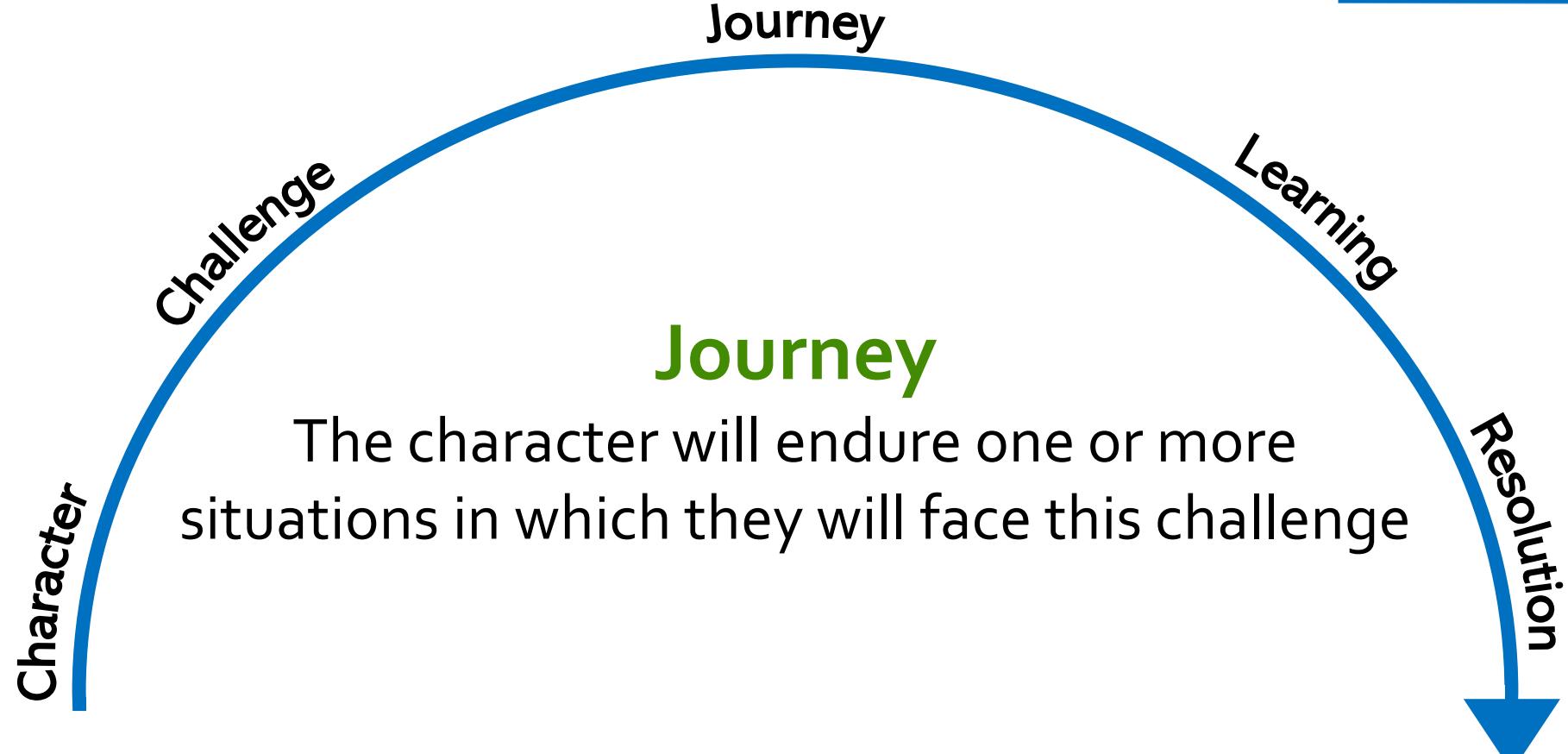
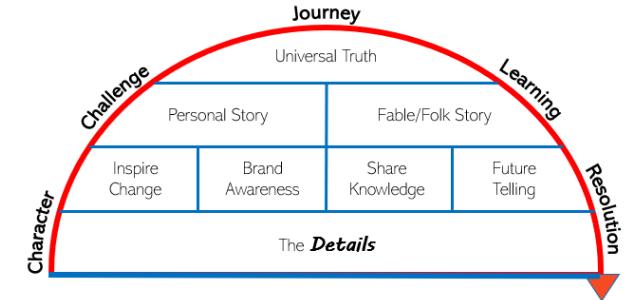
The character must be faced with
doing something beyond the status quo

Character

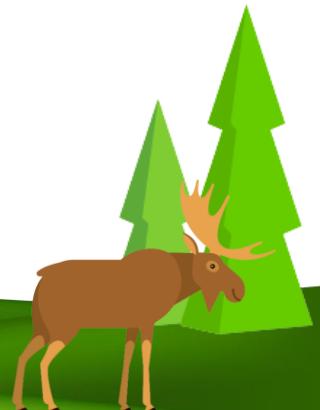
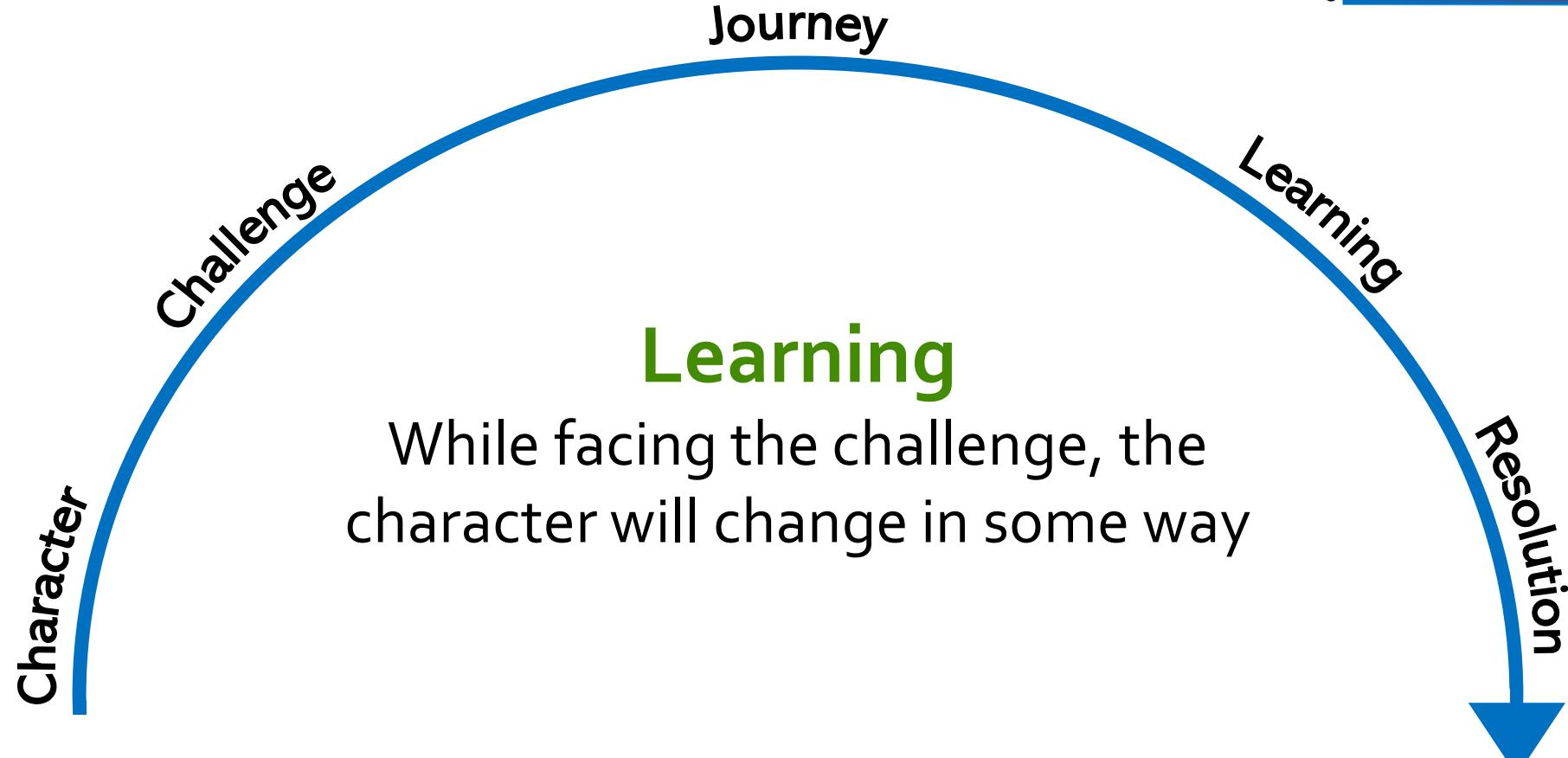
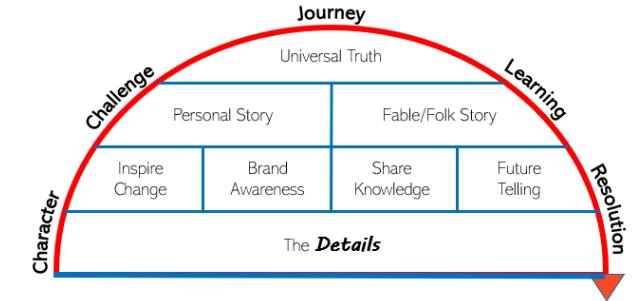
Resolution



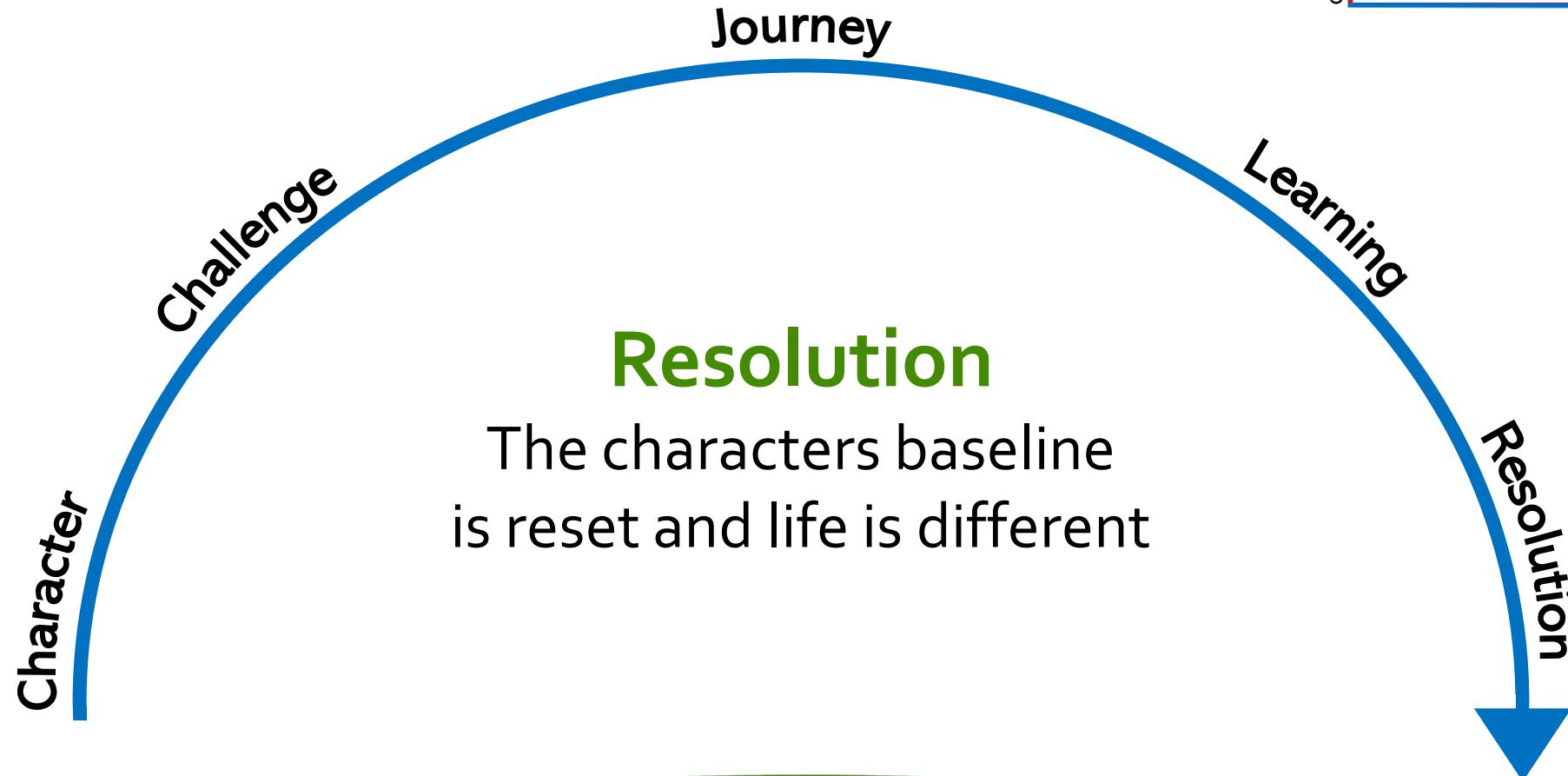
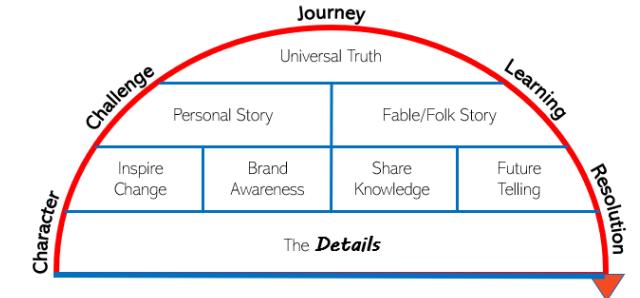
The Structure



The Structure



The Structure



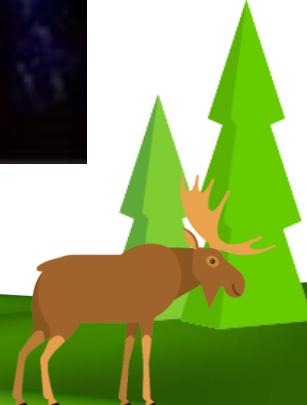
The Universal Truth

Universal Truth



The Universal Truth

Universal Truth



The Universal Truth

Universal Truth

Identifying Your Universal Truth

- What do you want your audience to know...feel...do?

Tips and Tricks

- Hide your message in your story
- Don't tell people the moral of the story
- Don't get caught up in making sure we see your point



The Story

Personal Story

Fable/Folk Story

Personal Stories



Stories we've experienced
either directly or indirectly

Fables / Folk Tales



Stories that have been passed
down, or metaphors/analogies



The Story

Personal Story

Fable/Folk Story

Identifying Your Story

- Think about a time when....<fill in the blank ☺>

Tips and Tricks

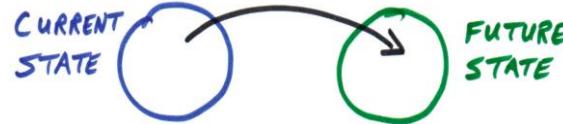
- Simple stories beat complicated one every time
- Never make up a story and call it real...people can tell!
- Make sure your story has enough Structure
- Make sure the story works with your Universal Truth
- Don't make the story about the audience



The Approach

Inspire Change Brand Awareness Share Knowledge Future Telling

Inspire Change



Relatable
Authentic
Positive
Change

Brand Awareness

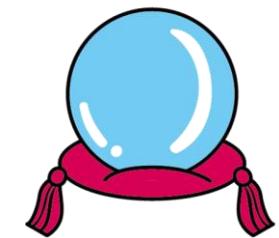


Introduction
Credibility
Authentic
Awareness

Share Knowledge



Facts
Complexity
Positive
Negative



Vision
Progression
Causation
Trust



The Approach

Inspire
Change

Brand
Awareness

Share
Knowledge

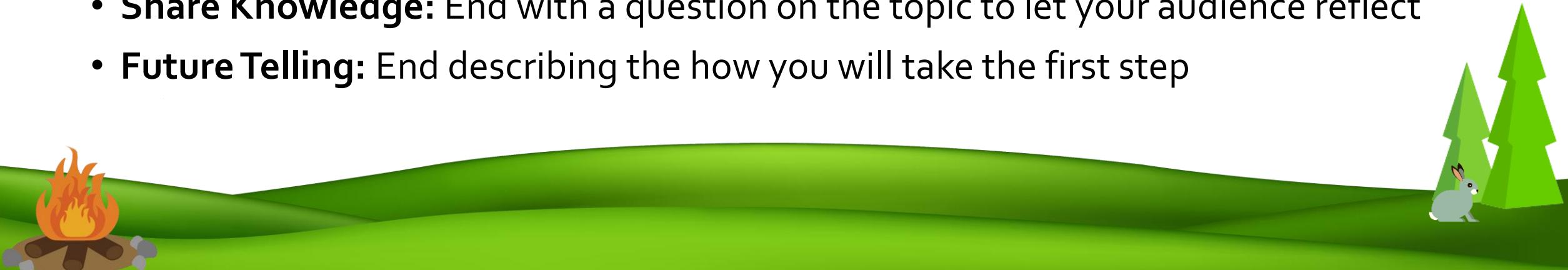
Future
Telling

Identifying Your Approach

- Look back at your Universal Truth...what are you trying to communicate?

Your Approach Determines Your Ending

- **Inspire Change:** End with a call to action for your audience
- **Brand Awareness:** End where you started with a reminder of the brand
- **Share Knowledge:** End with a question on the topic to let your audience reflect
- **Future Telling:** End describing the how you will take the first step



The Details

The *Details*

Identifying Your Details

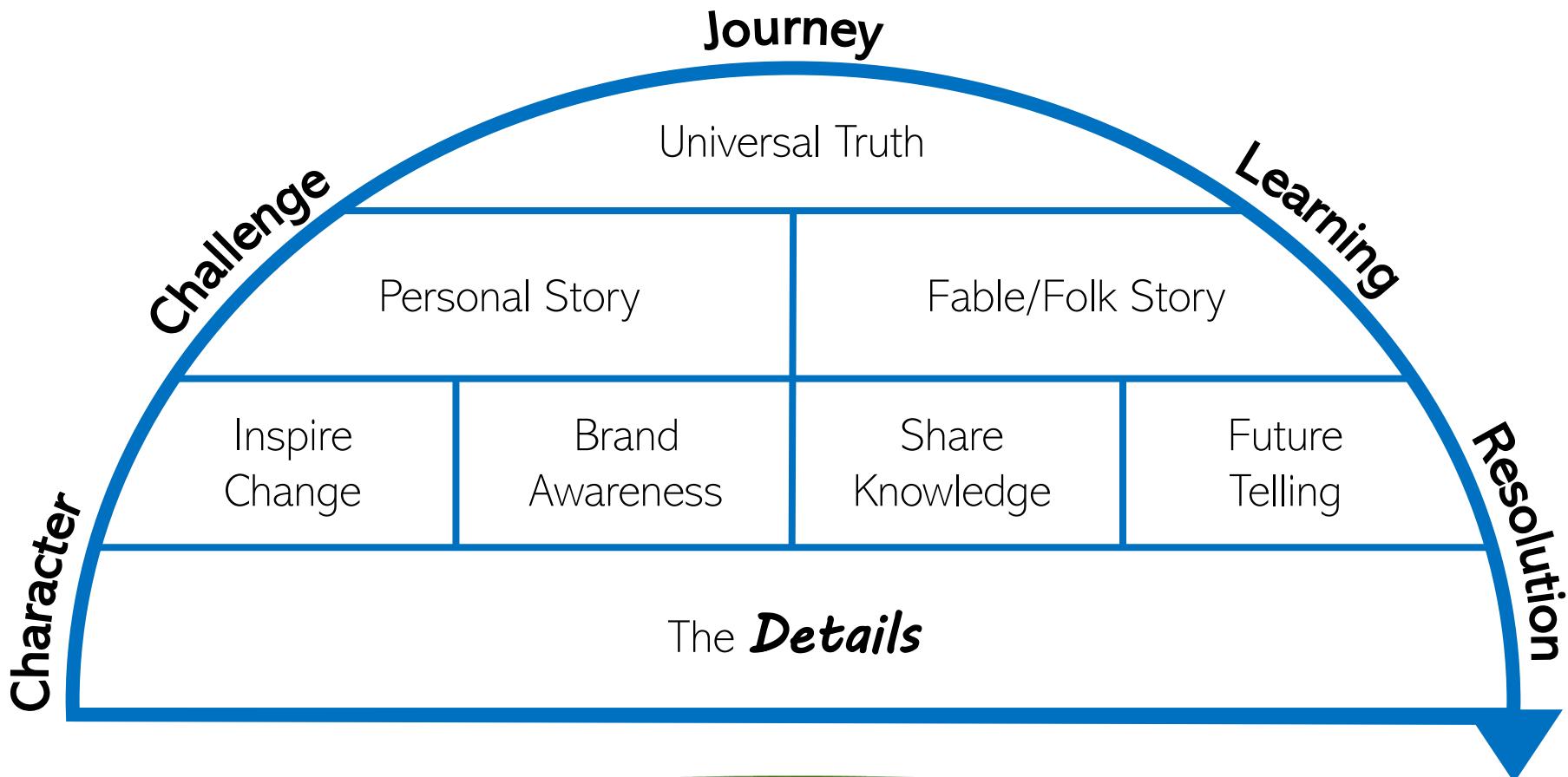
- Close your eyes and picture the scene...what do you see?

Tips and Tricks

- Add / Remove details to help focus the story on the message
- Use your senses and describe an environment the audience can relate to
- Add a surprise...something unexpected to keep the audience engaged
- Use Emotionally infused words!



Storytelling Framework



Exercise: Build Your Story

6 Min

Time to apply everything we've learned and build a story!

Part 1: Use the Storytelling Framework to build an outline for one of the stories you identified in the earlier exercise.

Part 2: Pair up and share your story outlines!

- **Storyteller:** Pitch your story to your Listener
- **Listener:** Grow your storyteller with detailed feedback

Timing: 4 minutes for outline, 1 minutes per storyteller

Universal Truth:	_____		
Story (circle one):	Personal	Fable / Folk Tale	
Approach (circle one):	Inspire Change	Brand Awareness	
Who's the Character?	Share Knowledge	Future Telling	
What's the Challenge?	_____		
What's the Journey?	_____		
What will the Character Learn?	_____		
How will the Story Resolve (End)?	_____		
Identify Three Specific Story Details (Use Your 5 Senses):			
1.	_____		
2.	_____		
3.	_____		
Story Title: _____			



The Good Storyteller

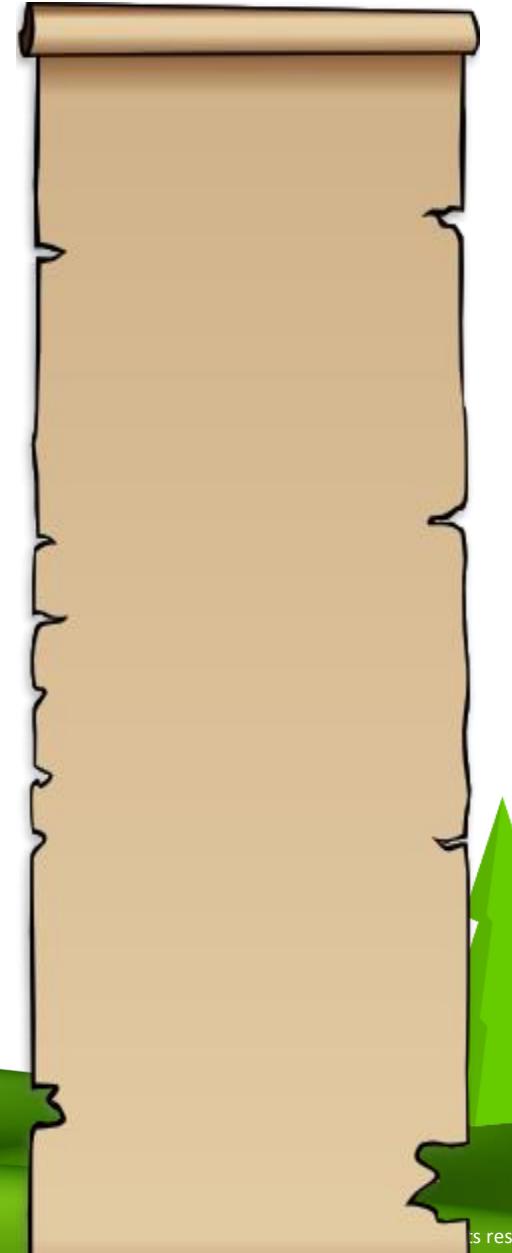
*"The person who can keep us on
the edge of our seat while
talking about a turkey sandwich
is a truly gifted storyteller."*

- Margot Leitman (Storyteller) -



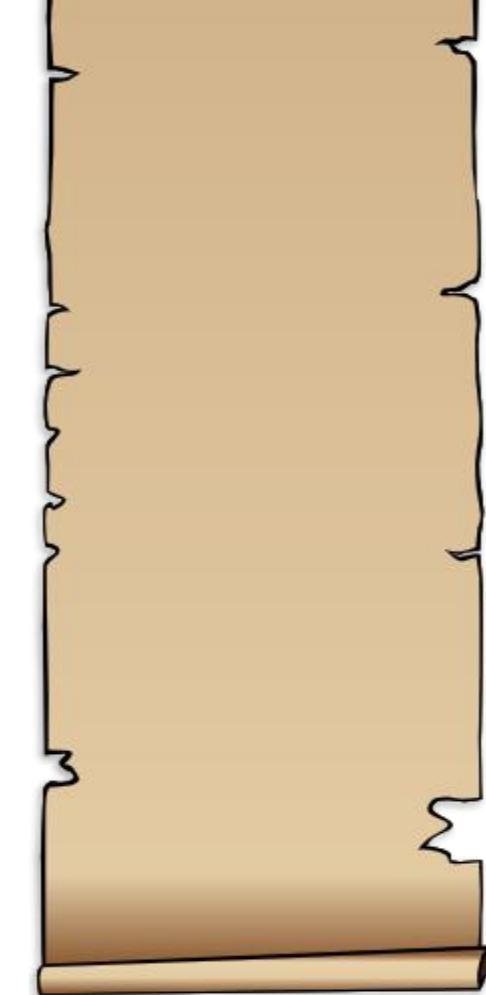
Storyteller Tips

- Make the audience your biggest fan
- Don't make the audience your enemy
- Use body language and your voice...it's a performance!
- Passion and emotion are your friend
- Don't memorize your story
- Don't make yourself out to be a superhero
- Don't draw too much attention away from the story
- Slow down!



Storyteller Tips Cont.

- Speak to both audiences...remember that little voice
- People need to trust you, so tell a personal story
- Use the power of “so” to start of a story
- Practice, practice, practice
- Sometimes stories don’t stick, and that’s OK
- Use stories for good, not evil
- Be vulnerable





A close-up photograph of dry, light brown soil with deep, irregular cracks. A small, vibrant green plant with clusters of tiny purple flowers grows from one of the larger cracks on the left side of the frame. A semi-transparent white rectangular overlay covers the middle-right portion of the image. Inside this overlay, the words "Be Vulnerable" are written in a bold, sans-serif font.

Be Vulnerable



Finish Your Story
Share the Framework



The purpose of a [story] is not to tell you how to think, but to give you questions to think upon.

- Brandon Sanderson -

Thank You!

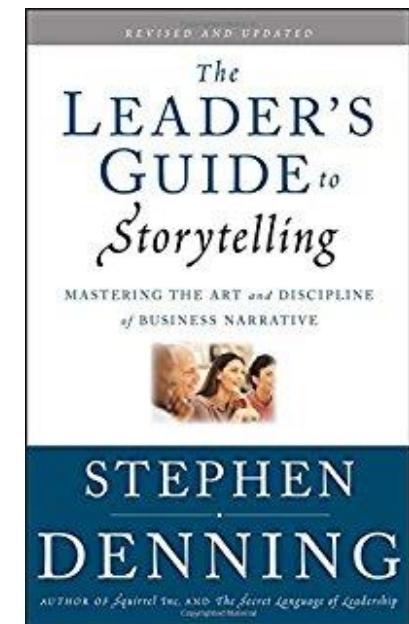
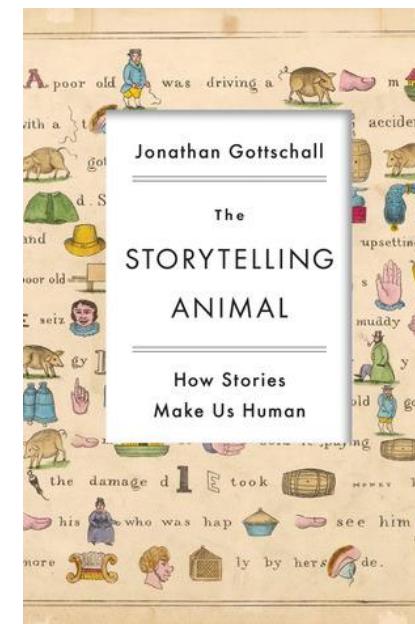
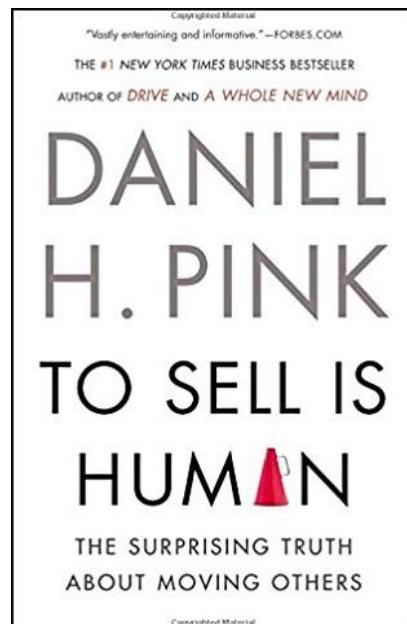
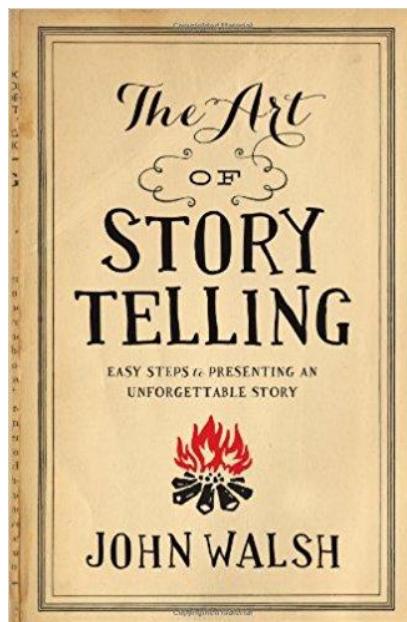
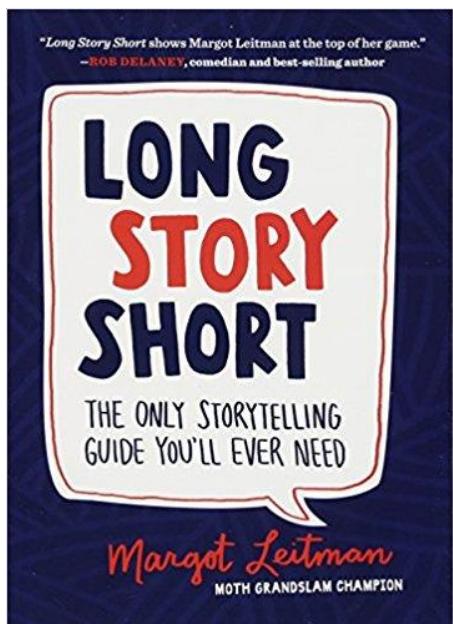


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Good Storytelling Reads!



Articles on Storytelling

- <https://www.forbes.com/sites/carminegallo/2017/10/17/richard-branson-explains-why-storytelling-is-your-competitive-advantage/#21a624f5deed>
- <https://ed.ted.com/on/5qau2M5z>
- <https://entrepreneurs.maqtoob.com/7-ways-to-tell-a-story-like-steve-jobs-pixar-and-netflix-59d6f39c08ba>
- <https://www.forbes.com/sites/carminegallo/2015/10/08/steve-jobs-the-worlds-greatest-business-storyteller/#42a8adbe13f0>
- <https://medium.com/ideo-stories/how-to-tell-stories-that-influence-people-and-inspire-action-bd1db98d1a01>
- <https://www.six-degrees.com/why-storytelling-is-so-powerful/>
- <https://www.forbes.com/sites/georgebradt/2012/03/14/how-leaders-can-inspire-action-through-compelling-storytelling/#471b89b04683>
- <https://www.youtube.com/watch?v=DHeqQAKHh3M#action=share>
- <https://medium.com/conveyor-ideas/storytelling-technology-cave-paintings-to-snapchat-52dca3ee928a>
- <https://www.smithsonianmag.com/history/journey-oldest-cave-paintings-world-180957685/>
- <https://www.theatlantic.com/health/archive/2014/11/the-psychological-comforts-of-storytelling/381964/>
- <https://www.forbes.com/sites/giovannirodiguez/2017/07/21/this-is-your-brain-on-storytelling-the-chemistry-of-modern-communication/#30184271c865>
- <https://hbr.org/2014/10/why-your-brain-loves-good-storytelling>
- <https://www.onespott.com/blog/infographic-the-science-of-storytelling/>

