

A stylized illustration of a superhero with dark hair, wearing a red cape and a blue suit with a white shirt underneath. He is flexing his right bicep, showing off his muscular build. The background is a warm orange and yellow gradient.

WHAT SUPERHEROES CAN TEACH YOU ABOUT
STORYTELLING



We're innately fascinated by
SUPERHERO COMICS, MOVIES ETC.

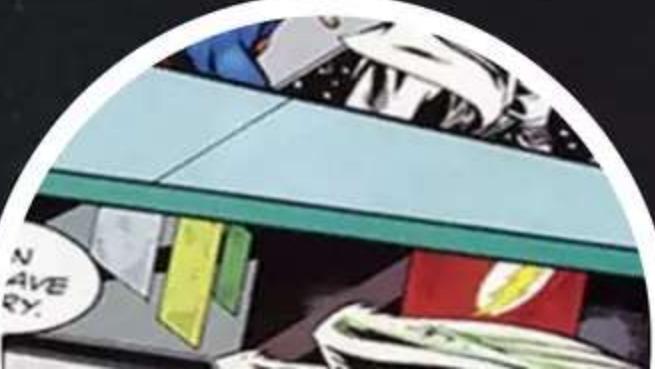


A dark, moody image of Batman and Superman in their costumes. Batman is on the left, looking down with a serious expression. Superman is on the right, looking off to the side. The lighting is dramatic, with strong shadows.

424.1
MILLION USD
BOX OFFICE SALES*

for Batman v Superman*

What are so
darn good
**about these
stories?**





SHARED DESIRERS

UNDER THE MASKS



Heroes want the same
things as you and I do

They have human emotions,
desires and flaws
that make them
vulnerable / relatable



LOSS

BATMAN LOST HIS PARENTS



CAMARADERIE

E.G. THE JUSTICE LEAGUE





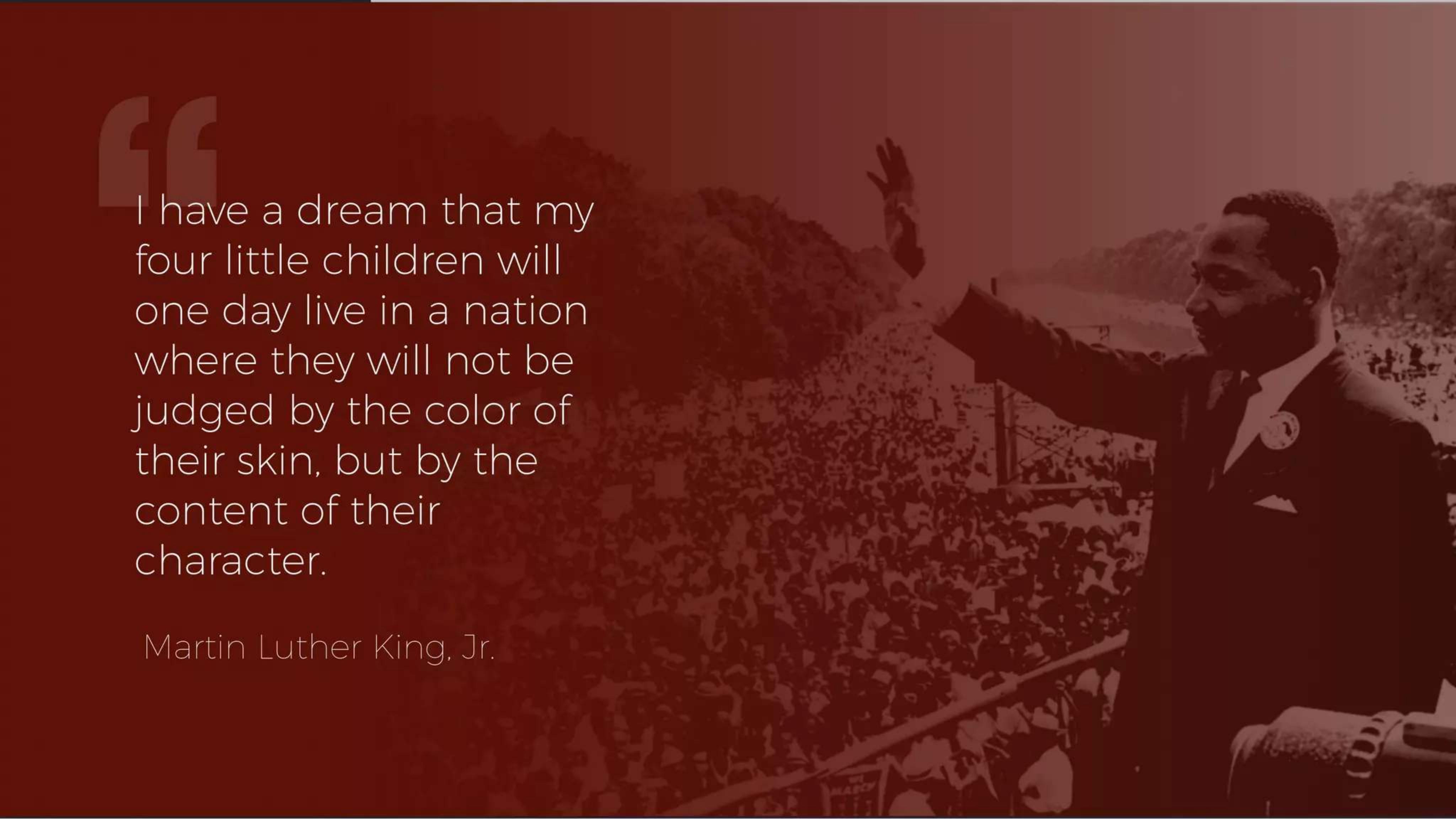
When you relate to
audiences & their desires,
it becomes easier to
find common grounds
to achieve yours.



Be **human**,
be **emotional**.

Audiences don't like robots.





I have a dream that my
four little children will
one day live in a nation
where they will not be
judged by the color of
their skin, but by the
content of their
character.

Martin Luther King, Jr.



TAKEAWAY:

When telling stories, isolate the **shared desires** of the audience and work it into your story



A STRONG
VILLAIN

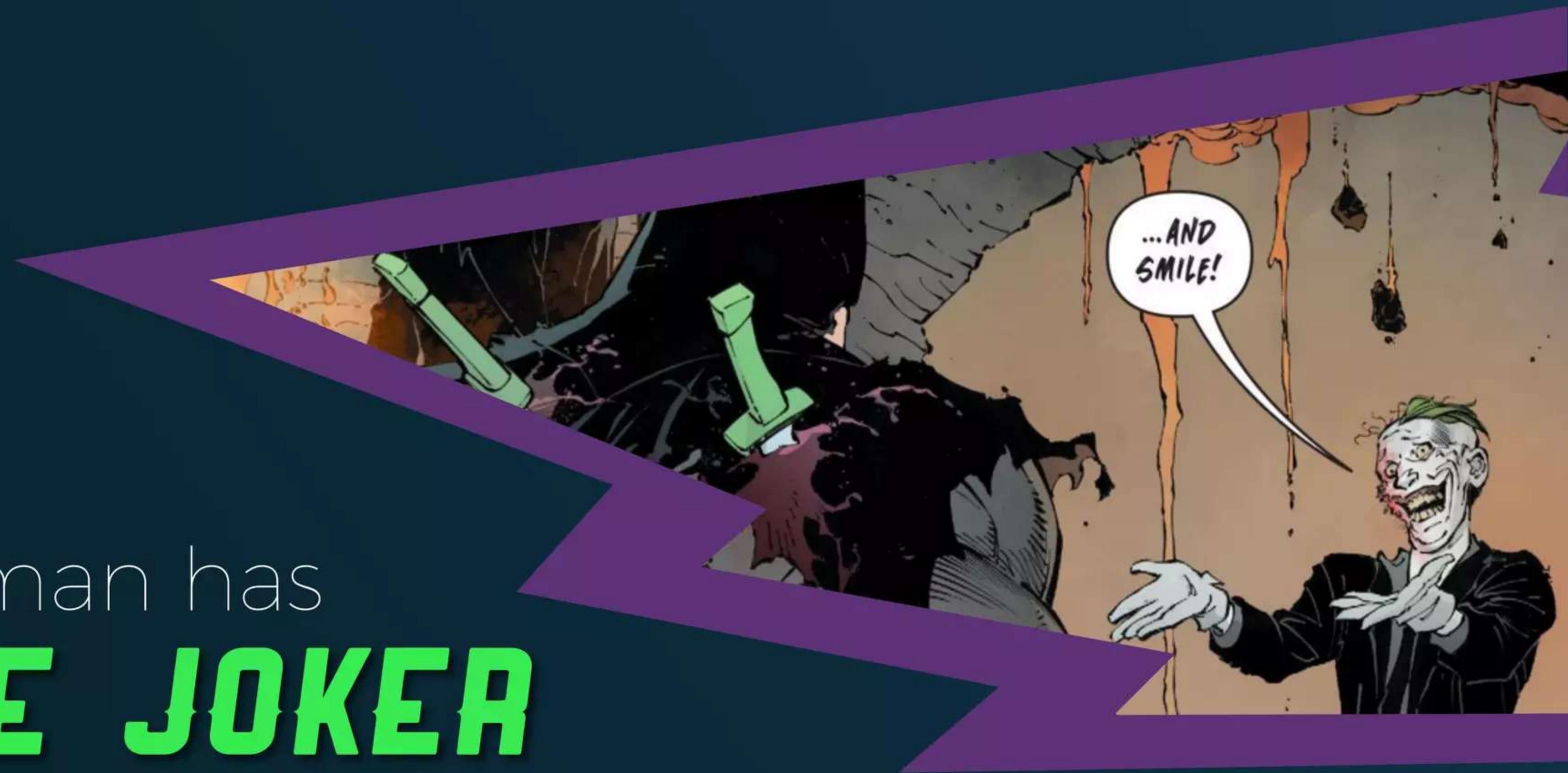
We all have
personal demons
in our lives..





being a **superhero**
doesn't mean you
have none..

Batman has
THE JOKER





Superman has
DARK SEID

Even with all the power, every
hero has his/her **kryptonite**



Personifying a strong villain
forces audiences to take sides.

Ensure it's yours.



“

If, for some reason,
we make some big
mistake and IBM wins, my
personal feeling is that we
are going to enter a
computer Dark Ages for
about twenty years.

Steve Jobs





TAKEAWAY:

Identify the common villain in stories you tell.
It's you and the audience versus 'them.'



NEVER ENDING **CONFLICT**

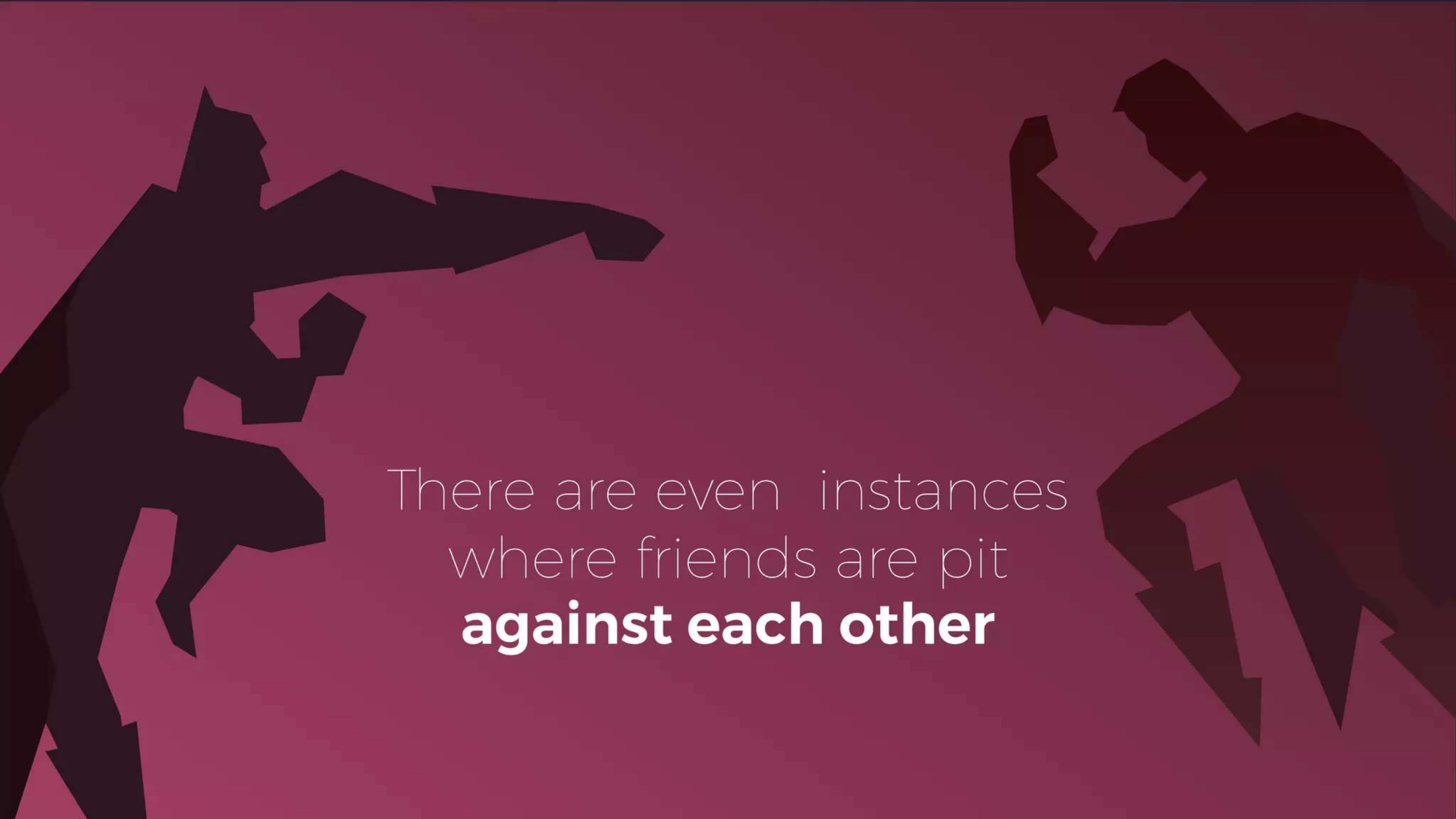


Comic heroes are
constantly facing enemies
and fighting
to save the world



If they sat around
having coffee everyday,

where would be the fun in that?



There are even instances
where friends are pit
against each other

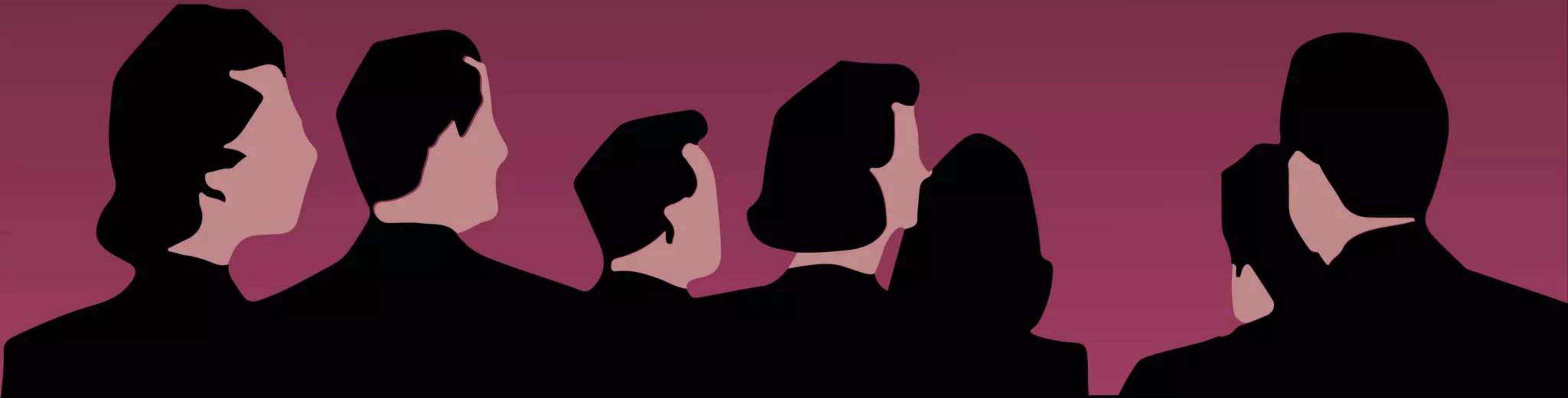


We live in an insatiable world
with endless problems.

**They exist, you just
have to find them.**

Audiences will listen

if you show them that
they have these problems.



A black and white photograph of Steve Jobs, co-founder of Apple, smiling and holding an iPhone in his right hand. He is wearing glasses and a dark turtleneck sweater. In the background, there is a blurred row of various smartphones, including a BlackBerry, a Palm Treo, and a Nokia E62. The overall composition is a promotional image.

Who knew that we
needed an iPhone ?



TAKE AWAY:

Solutions need a problem, find it or demonstrate it.

ASPIRATIONAL FIGURES

LARGER
THAN LIFE



The construct of heroes

make them the ideal state
that many of us aspire towards



The man of tomorrow.



justice, compassion,

The dark knight



stoicism, intellect

Do you embody traits that
people want to have for themselves?



A high-contrast, black and white portrait of Nelson Mandela. He is shown from the chest up, wearing a dark suit jacket over a light-colored shirt. His gaze is directed towards the right of the frame, and he has a contemplative, slightly weary expression. The lighting is dramatic, casting deep shadows on one side of his face.

“I am prepared to die.”

Nelson Mandela Speech 1964



Give audiences a **'desired state'** to aspire towards

GOALS & PURPOSE





As we follow the stories,
we align ourselves with their
sense of purpose and goals.



Batman's resolve is
**to fight crime
without killing, etc.**

Superman's duty to
keep the world safe.



Portraying a “**new bliss**”*
keeps the audiences
engaged and interested.

*Resonate - Nancy Dauarte





If you look at that - that's
the future we could have.
Where the curve slowly rolls
over and goes to zero - no
incremental CO₂ - that's the
future we need to have.

Elon Musk
Powerwall Presentation





TAKEAWAY:

Identify the purpose of your presentation story and influence your audience to see your end result in the same light.



Characters
mentioned
belong to

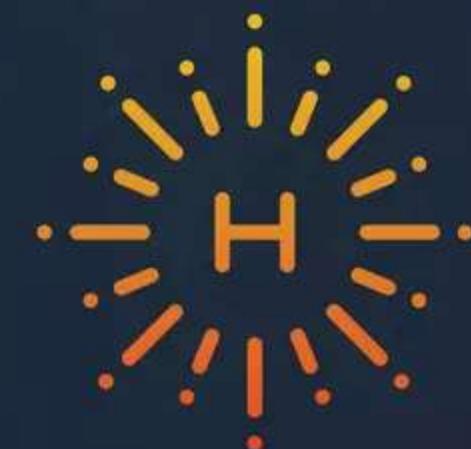


A stylized illustration of a muscular man with short brown hair and a beard. He is wearing a dark blue t-shirt with a white graphic on the left chest. The graphic features a central orange letter 'H' surrounded by a circular pattern of orange lines radiating outwards, resembling a spark or a sunburst. He is flexing his right bicep, with his left arm bent at the elbow. The background is dark, and there are some light rays emanating from behind him.

CREATED BY:

THE HIGHSPARK TEAM

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H I G H S P A R K

WANT TO BECOME A STORYTELLING SUPERHERO?

1



WHAT SUPERHEROES CAN TEACH YOU ABOUT

STORYTELLING

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the deck

2

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