

Lesson 9

Scaling Success by Storytelling



AINOM® Course - Attending this course gives learners access to related course materials.



Learning Objectives

By the end of this lesson, you will:

- ▶ Help teams identify powerful success stories from their implementation experience using organized story development.
- ▶ Guide teams to adapt their core story into various formats for maximum organizational impact.

WIIFM: Amplify your impact by turning a single win into a compelling story that inspires the whole organization.

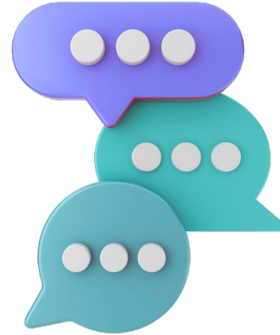


The Scaling Success Gap

5 min

Group Discussion:

- ▶ Project Cygnus delivered 83%-time savings and 4x ROI—undeniably successful results.
- ▶ What's the single biggest reason breakthrough AI successes like Cygnus stay trapped in silos instead of spreading across the organization?



Every successful team has a story worth spreading

Why Do Some Successes Remain Hidden?

- ▶ **Work-focused:** Teams prioritize doing over documenting the journey
- ▶ **Cultural:** Leadership doesn't prioritize or reward knowledge transfer
- ▶ **Incentive gaps:** Teams lack motivation to share beyond their silos
- ▶ **Competitive concerns:** "We don't want to give away our advantage."
- ▶ **Scale uncertainty:** "Is this really worth spreading or just local success?"
- ▶ **Communication barriers:** "We don't know how to make this compelling."

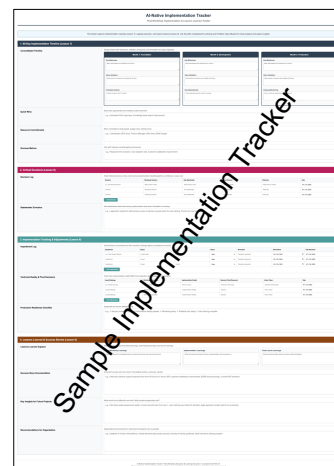
The AI-Native Change Agent Focus: Help teams navigate these barriers by guiding powerful story development

Why Stories Drive Adoption

- ▶ **The Psychology of Story-Driven Scaling:**
 - **Emotional bridge:** Stories connect abstract benefits to personal/team pain
 - **Peer credibility:** "Someone like me" overcomes skepticism better than expert recommendations
 - **Concrete visualization:** People adopt outcomes they can envision
 - **Risk mitigation:** Success stories reduce the perceived risk of trying something new
- ▶ Stories that create the "this could be us" moment, drive action.
- ▶ **Why This Works:** Organizational decision-makers need to see proof of concept in similar contexts. Stories provide credible evidence that processes work in real business environments with real constraints.
- ▶ **The Adoption Sequence:**
Great story → "That could be us" → Interest → Resource commitment → Replication attempt
- ▶ **It's not about you:** The audience hears a summary from you, but they *feel* the experience from the team.

Mining Your Story Material

- ▶ Start with systematic data collection—your Implementation Tracker process is story gold
- ▶ **Rich Sources Already Captured:**
 - **Decision Log:** Pivotal choice moments and stakeholder discoveries
 - **Impediment Log:** Real challenges and breakthrough solutions
 - **Lessons Learned:** Insights that prevent others' pain
 - **Milestones & Metrics:** Proof points and validation checkpoints
- ▶ **The Mining Mindset:** Teams focus on execution, but every decision, pivot, and breakthrough contains story elements others need to hear. You should be capturing them along the journey.



Ingredients for Creating Compelling Stories (Part 1 of 2)

- ▶ **1. The Challenge:** The ongoing business pain. It describes the "before" state and highlights what was broken.
 - "Our team was struggling with [specific, recurring pain]."
- ▶ **2. The Commitment to Act:** This is the trigger event that compelled a decision. It is the "why now?" that makes the story urgent and meaningful.
 - "The breaking point was [catalyst event], prompting us to commit to finding a solution."
- ▶ **3. The Discovery:** Unexpected insight uncovered during exploration is the "aha!" moment that reveals a new path forward.
 - "As we explored solutions, we found [surprising insight]."

EXAMPLE

Ingredients for Creating Compelling Stories (Part 2 of 2)

- ▶ **4. The Journey:** The process of designing and building the solution based on your discovery.
 - "Working through the process revealed [action or opportunity]."
- ▶ **5. The Proof:** The quantifiable results that demonstrate success and build credibility.
 - "[Specific metric] improved by [%] in [timeframe]."
- ▶ **6. The Light:** The future opportunity and vision. It shows that success was not a one-time event but the beginning of a larger transformation.
 - "And we're just getting started with [next big opportunity]."

EXAMPLE

Three Story Formats for Maximum Impact

► Format Selection by Context:

- **Elevator Pitch:** Hallway conversations, creating initial curiosity
"Challenge + discovery + proof"
 - "You know those POCs that die? We found a process that changes that. 83%-time savings."
- **Coffee Chat:** Department meetings, building serious interest
Add emotional journey and key pivot
 - "We almost gave up when security blocked us, but that forced us to build something even better..."
- **Presentation:** Leadership forums, securing resources
Full transformation arc with lessons for others
 - "Here's our complete journey and the process you can follow..."



Elevator Pitch



Coffee Chat



Presentation

- **The Reusability Power:** One well-developed story becomes multiple scaling opportunities

Proof that Your Stories Worked

Process Inquiries

"Tell me more about this workshop."

Adoption Velocity

Time from story to signup is shrinking

Cultural Indicators

"Should we?" becomes
"When do we start?"

The Ultimate Win

Teams won't begin without
the AI-Native Guidance



9.1 Success Storyboard

15 min 

Group Activity:

- ▶ In your groups, you will storyboard a 6-slide presentation that turns a successful AI pilot into a story that builds momentum and inspires action.



In The Companion App

- ▶ **Review the Case:** Individually read the summary of "Project Cygnus," a sales proposal AI pilot. Absorb the problem, the solution, and the results.
- ▶ **Storyboard the Win:** As a group, your mission is to outline a 6-slide presentation based on the case study. For each of the six slides below, write a compelling headline and 2-3 key bullet points.
 - Slide 1: The Challenge (Describes the "before" state)
 - Slide 2: The Commitment To Act (This was the "why now?")
 - Slide 3: The Discovery (This was the "aha!" moment)
 - Slide 4: The Journey (What it took to make it real)
 - Slide 5: The Proof (The Measurable Success)
 - Slide 6: What's Next? (The future opportunity and vision)
- ▶ **Prepare to Share:** Nominate a spokesperson to share your group's story board.

Lesson Review

You Can:

- ▶ Help teams identify powerful success stories from their implementation experience using organized story development.
- ▶ Guide teams to adapt their core story into various formats (such as elevator pitch, coffee chat, or presentation) for maximum organizational impact.



Reflect

Think about a successful project or achievement in your organization that few people know about. Write about how you could transform this hidden success into a compelling story that would inspire others to pursue similar initiatives.



Make notes
in your journal



Apply

Ask AI: "I recently completed [describe your AI project or initiative]. You're my storytelling coach. Help me craft a compelling 3-slide executive summary that highlights the problem we solved, the approach we took, and the measurable impact we achieved. Make it inspiring enough to generate interest from other departments."



Explore

[Become A Storyteller To Communicate Better At Work](#) – Forbes

[10 Storytelling Techniques For More Effective Change Management](#) - Forbes

[How to Hook Your Audience in 30 Seconds](#) – Simon Sinek