

Summer 2023

Accelerated Innovation &  
Entrepreneurship Bootcamp

---

## Session 25

### Pitching & Art of storytelling

Claudine Kishek



# The art of Storytelling





Innovators as  
storytellers

MAKE ME CARE.

# WHICH

ideas stick?

Simple

Unexpected

Concrete

Credible

Emotions

Stories



[https://www.youtube.com/watch?v=Q0yUSdp\\_g0k&list=PL9s2ab\\_channel=NBCNews](https://www.youtube.com/watch?v=Q0yUSdp_g0k&list=PL9s2ab_channel=NBCNews)

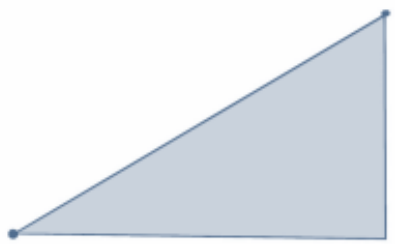


# The Shape of Stories



FRAME YOUR STORY

# Archetypes of Stories



COMING OF AGE

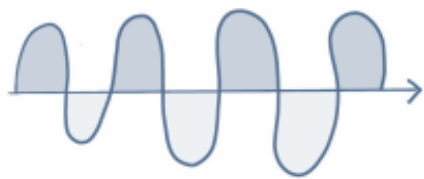


OVERCOMING OBSTACLES

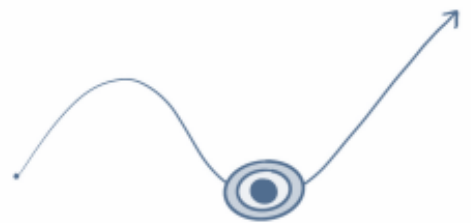


CONSTANT EVOLUTION

TRUE AS IT EVER WAS



REBIRTH

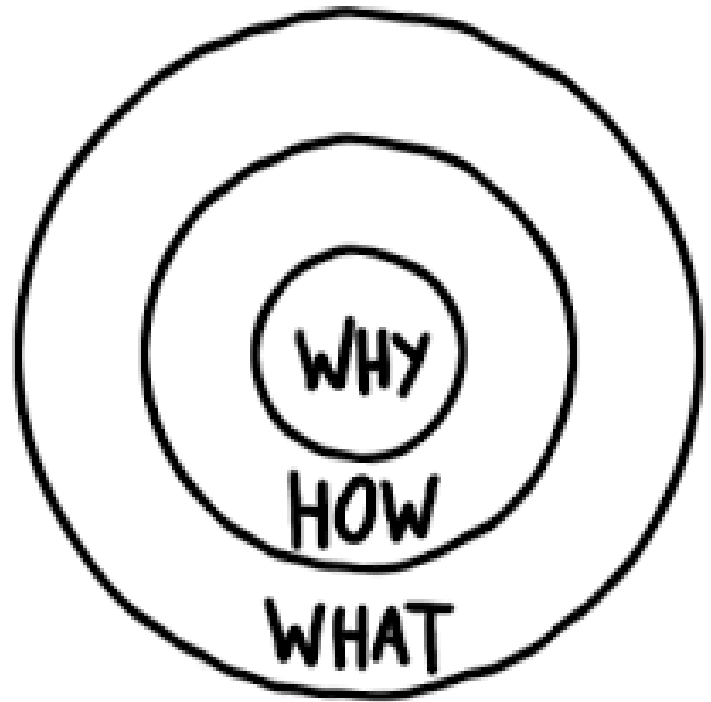


QUEST





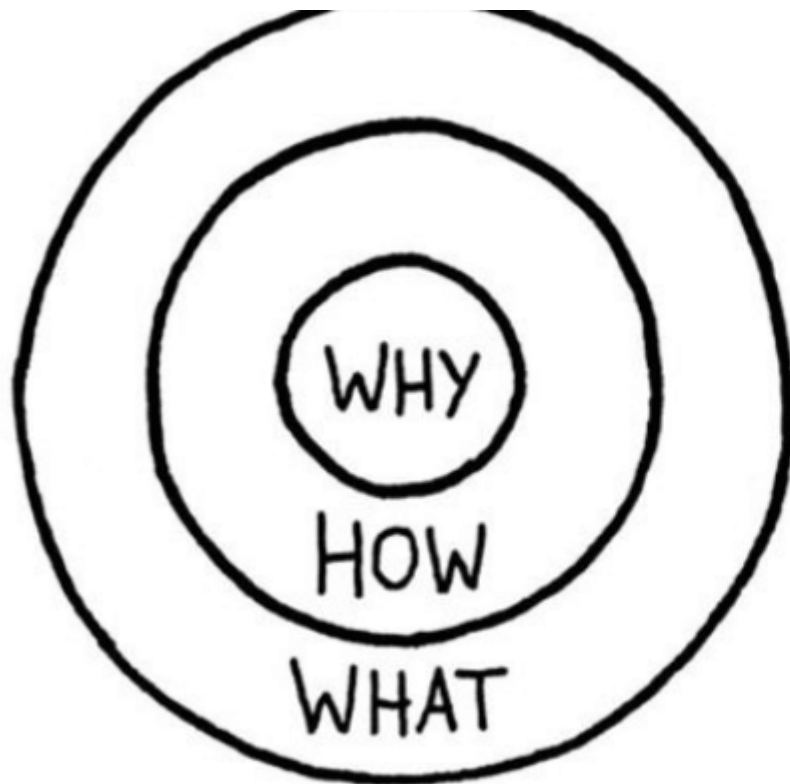
# THE GOLDEN CIRCLE



# The Golden Circle



# The Golden Circle



## **Why = The Purpose**

*What is your cause? What do you believe?*

Apple: We believe in challenging the status quo and doing this differently

## **How = The Process**

*Specific actions taken to realize the Why.*

Apple: Our products are beautifully designed and easy to use

## **What = The Result**

*What do you do? The result of Why. Proof.*

Apple: We make computers

# PRINCIPLES

## OF STORYTELLING

1. PERSONAL
2. VULNERABLE
3. SURPRISING
4. TRANSFORMATIVE
5. PASSION & PURPOSE
6. PARTICIPATIVE
7. TRUTHFUL
8. SPINE

## Homework | Redesign your slides

Take a look at your Stage Gate 2 slides and try to redesign them for the Pitch Deck, you can ask for a feedback session later on.