

Storytelling Mindset

Transforming Tech Careers By Crafting
Powerful Connections

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Have you ever felt so connected with a person during a conversation... that time seemingly stood still?

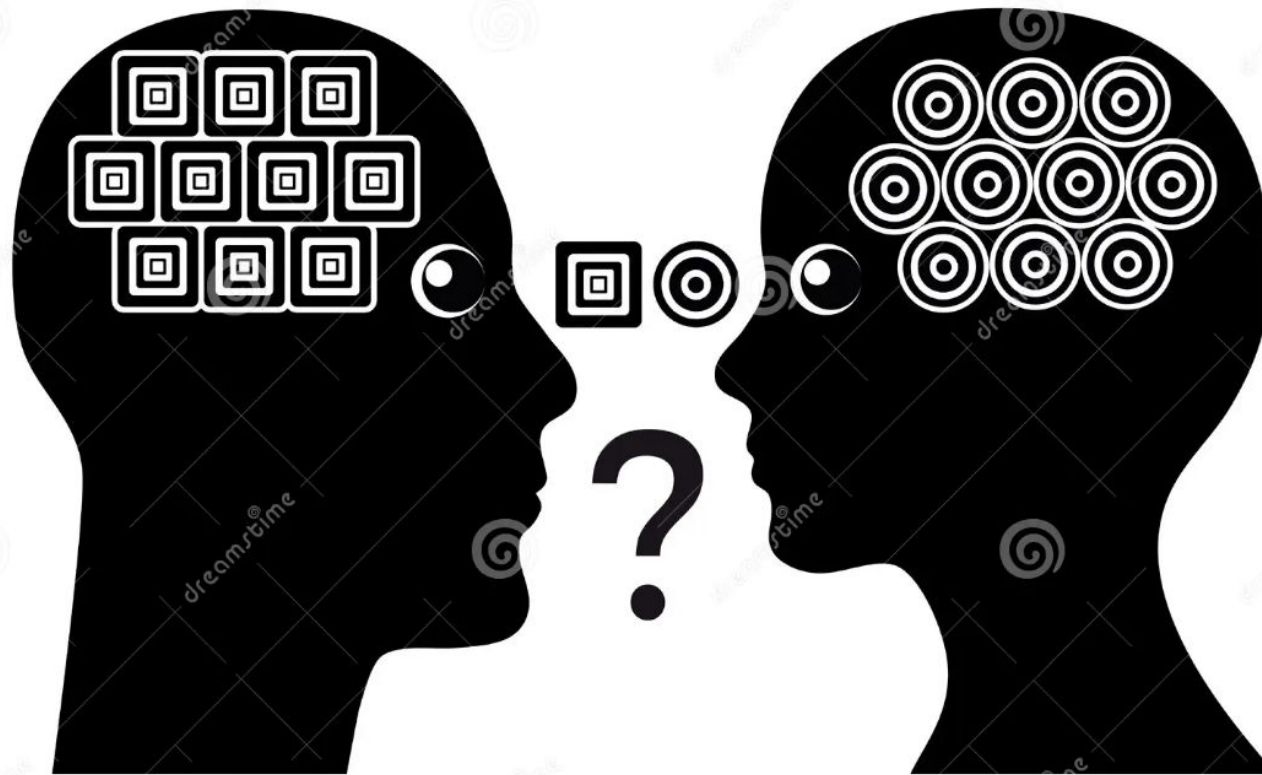
Resonance



On the other hand...

Have you ever heard someone speak
and just felt off?

Dissonance

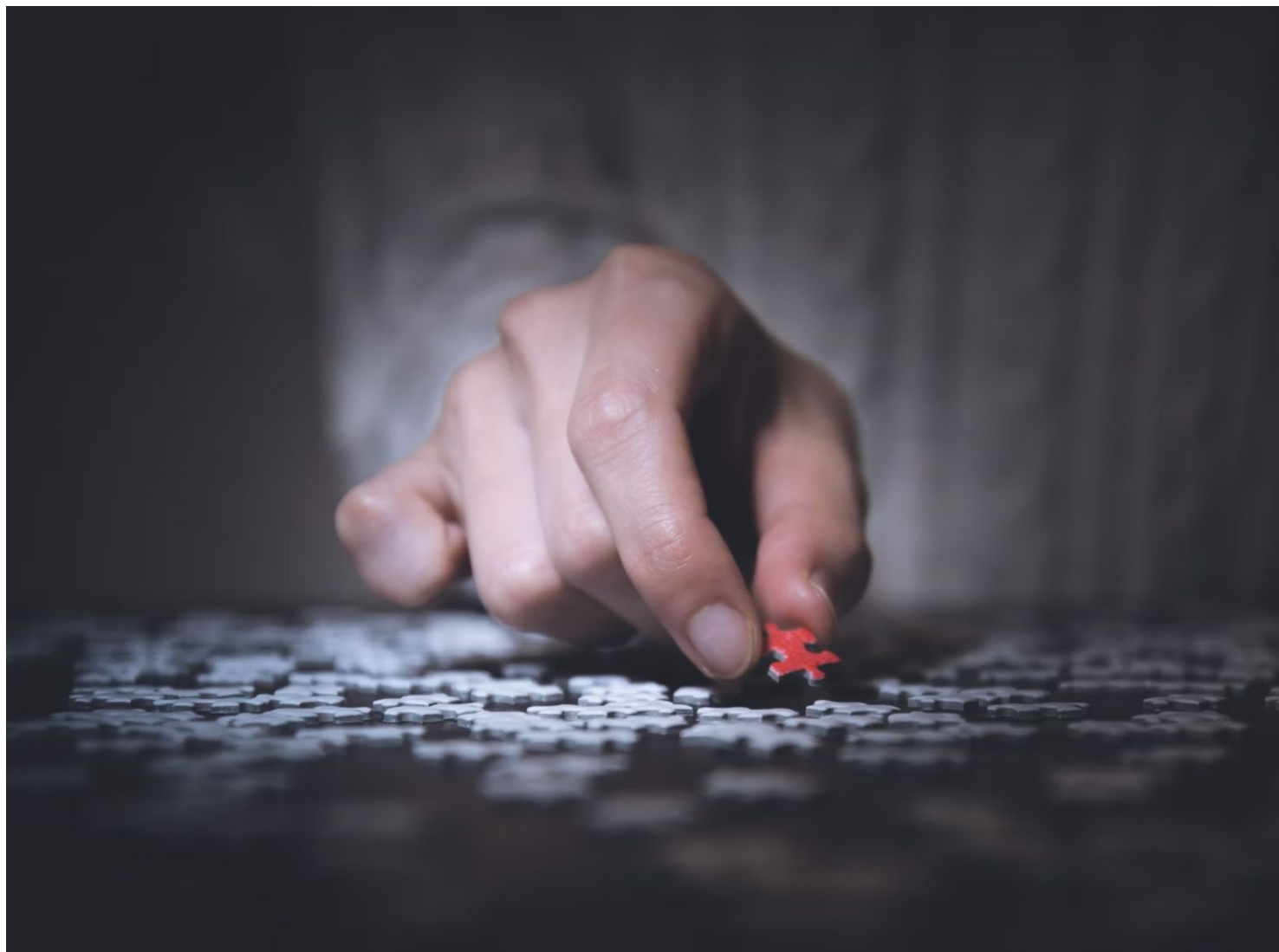


Let's continue with a
story









What do I **learn about you** from your story?

How can I **relate to you** from what I have learned?

Agenda

Shifting mindsets: fact finder vs storyteller

The mechanics of good storytelling

Workshop (interactive)

Conclusions

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Initial success

Any human is a **pure rational being**.

By focusing on arguing **facts** and **objective truths**:

communication becomes clear

outcomes become more predictable

Head-to-head communication



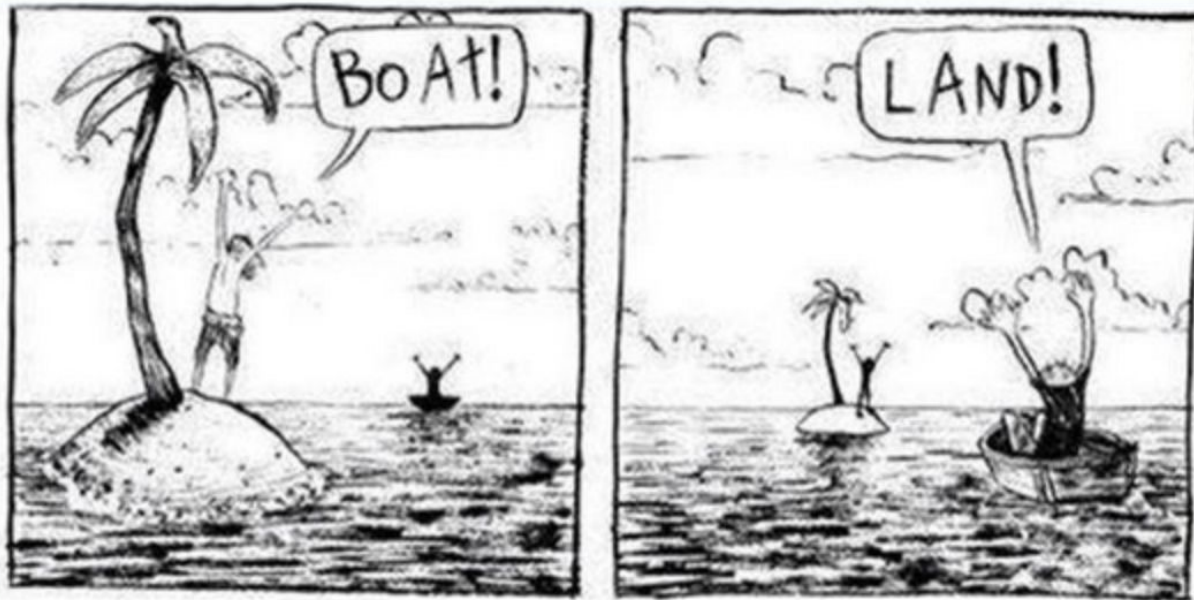
The assumptions
are clear and can
be referred to.

The truth of any
proposition then
depends entirely
on the
assumptions and
the logical steps.

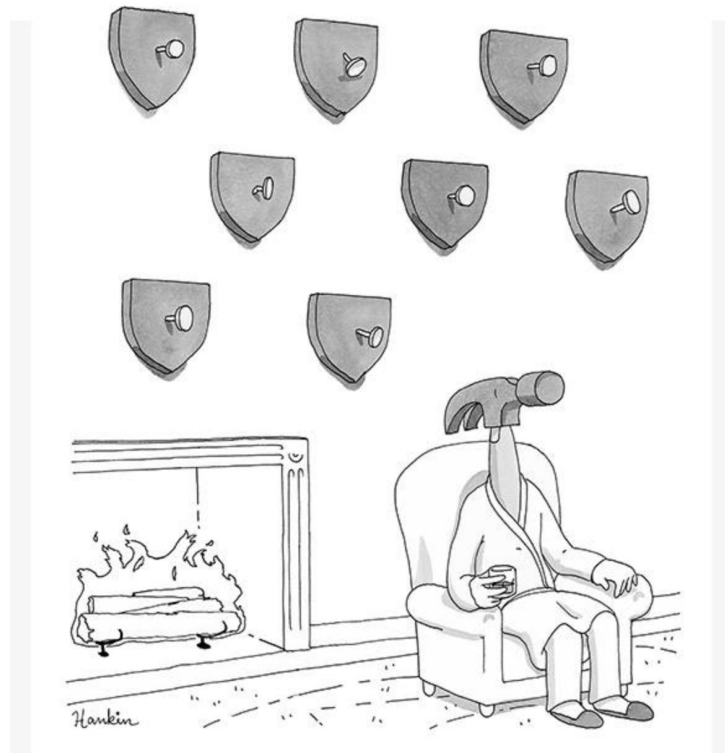
Once some
propositions are
established, they
can be used to
establish others.

Does this sound like you?

Real world is messy



Not every problem is a nail for the logic hammer



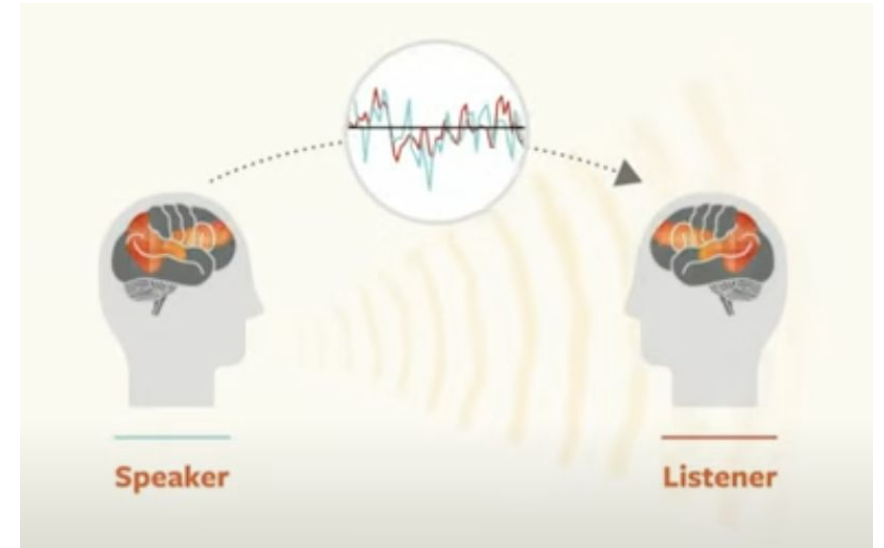
The default mindset: the fact finder

When **communicating facts**, the areas of the brain that get activated are the ones responsible for **language processing**.



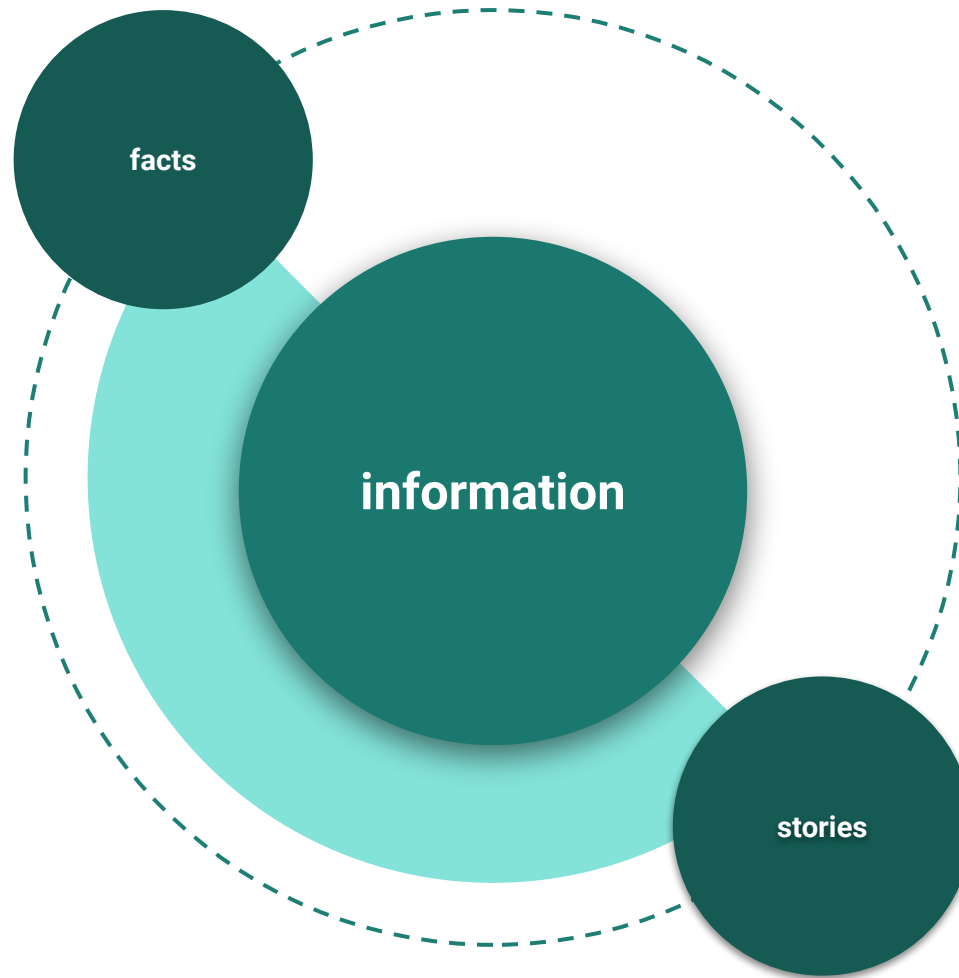
The storyteller

We are moving ourselves
inside the story.



...if that were me, what would I do?

Facts are important, but they are not everything.



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Where can we find great stories?

- movies/books, current events
- things that happened to a person close to you (friend, mentor, co-worker)
- a time you shined
- a time you blew it

What makes a good story?

A great story makes you feel something.

You are not just listening to a story, you are making yourself part of it.

The hook

Grab the attention of your audience by starting with a hook.

Unusual, unexpected, contains a conflict.

Music is part of everyone's lives.

It will always be around, so it is a very large target market all around the world.

But interestingly enough, in this whole digital revolution, there is no market leader.

<https://www.youtube.com/watch?v=kN0SVBCJqLs>

The promise

Keep their attention by making a promise for change.

*How is what I will learn going to make **me** better?*

No one has really found the recipe yet, for digital music.

And we think, not only can we find the recipe, but we think the Apple brand is going to be fantastic, because people trust the Apple brand to get their great digital electronics from.

<https://www.youtube.com/watch?v=kN0SVBCJqLs>

Be authentic

A story with heart creates resonance.

Use what you know. Draw from it.

Make it personal. Don't be clever. Be vulnerable and honest.

Tune the message to your audience

Speak to them on their level.

Identify their aspirations or fears and speak to those.



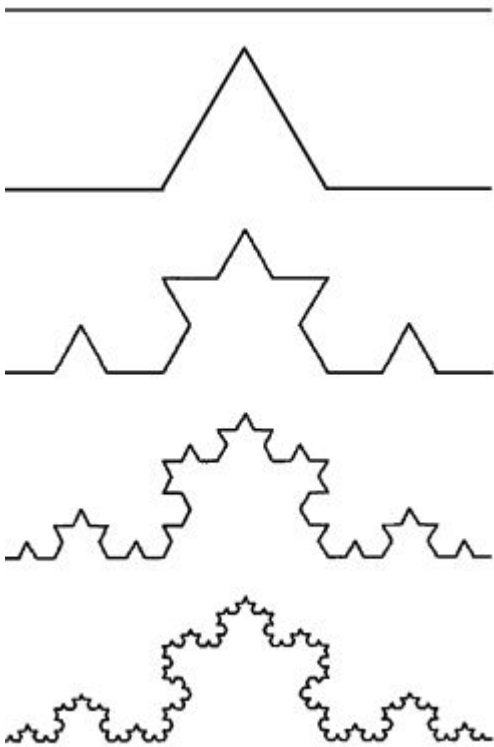
Build suspense

Drama is anticipation mingled with uncertainty.

People are born problem solvers.



Delivery



Beginning -> setup

Middle -> build

End -> payoff

Types of stories

Who-I-Am stories

Why-I-Am-Here stories

Teaching stories

Vision stories

Value-In-Action stories

I-Know-What-You-Are-Thinking stories

Annette Simmons - Whoever tells the best story wins

Who-I-Am stories

Show the steps and experiences that created who you are today.

What qualities earn you the right to influence this person?

Think of a story that demonstrates one (or more) of the qualities you listed.

Why-I-Am-Here stories

What is in it for *you*?

What is my purpose for being here?

Teaching stories

Trial-run by imagination.

No-risk demonstration.

Scrooge's ghosts are taking Scrooge on Teaching-story
tours

Vision stories

Tell a worthy and exciting future story, that reframes present difficulties as “worth it.”

Don't overpromise: validate the difficulties of achieving your vision

Value-In-Action stories

Tell a story about a time you had a chance to embody a value through actions.

Your goal is to tell stories about doing the “right” thing in tough circumstances.

I-Know-What-You-Are-Thinking stories

Share their “secret” suspicion in a story that:

- first **validates**
- and then **dispels** these objections

without sounding defensive.

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Workshop structure

Walk-through: how to build a story

Spend 10 minutes of quiet time to come up with your story

Volunteers can share their own stories



Quick references

Theme

Interviewing

Give a technical presentation

Craft a career path

Building Steps

Source the story

Decide on the type of story

Use the elements to build a good story

Practice delivery

Providing feedback

What I like about your story is . . .

What your story tells me about you is. . . .

How will hearing your story transform our relationship . . .

I can see you using this story when (situation)... in order to (impact) . . .

Conclusion

When we are listening to a story, we are ultimately looking at **ourselves**.

