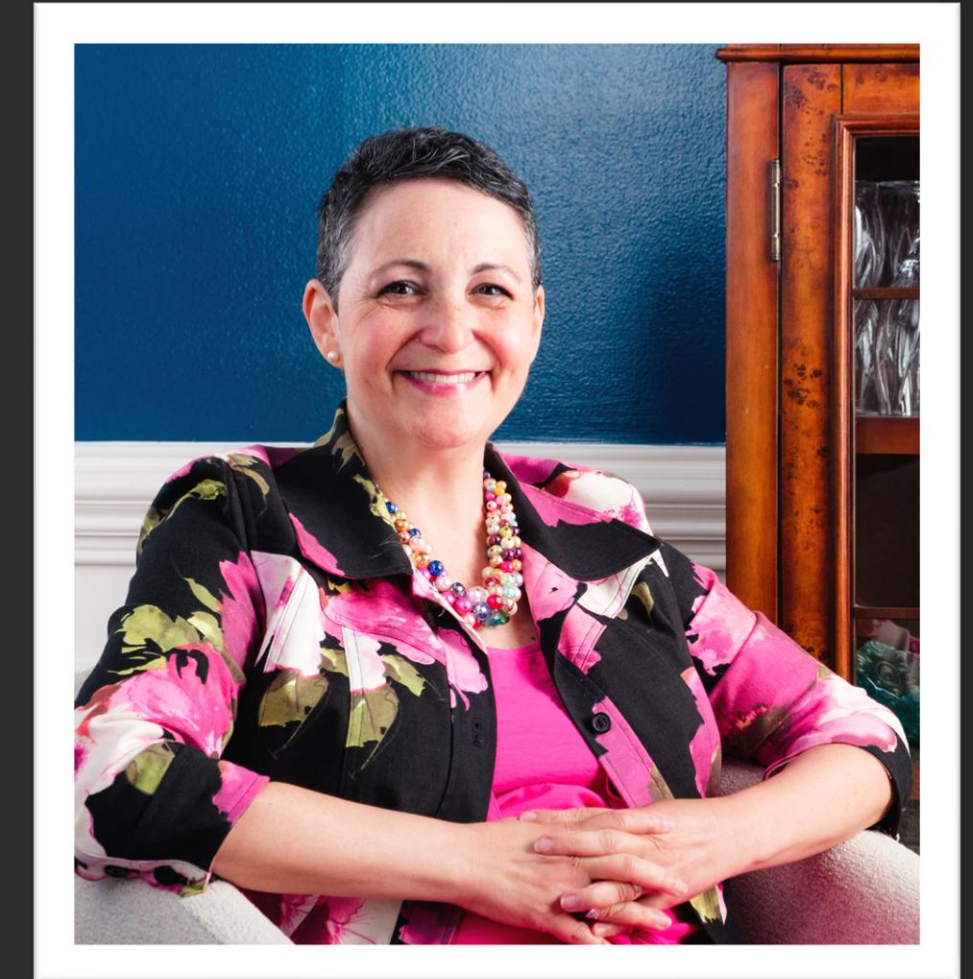


Strategic Storytelling to Engage, Educate, and Elevate

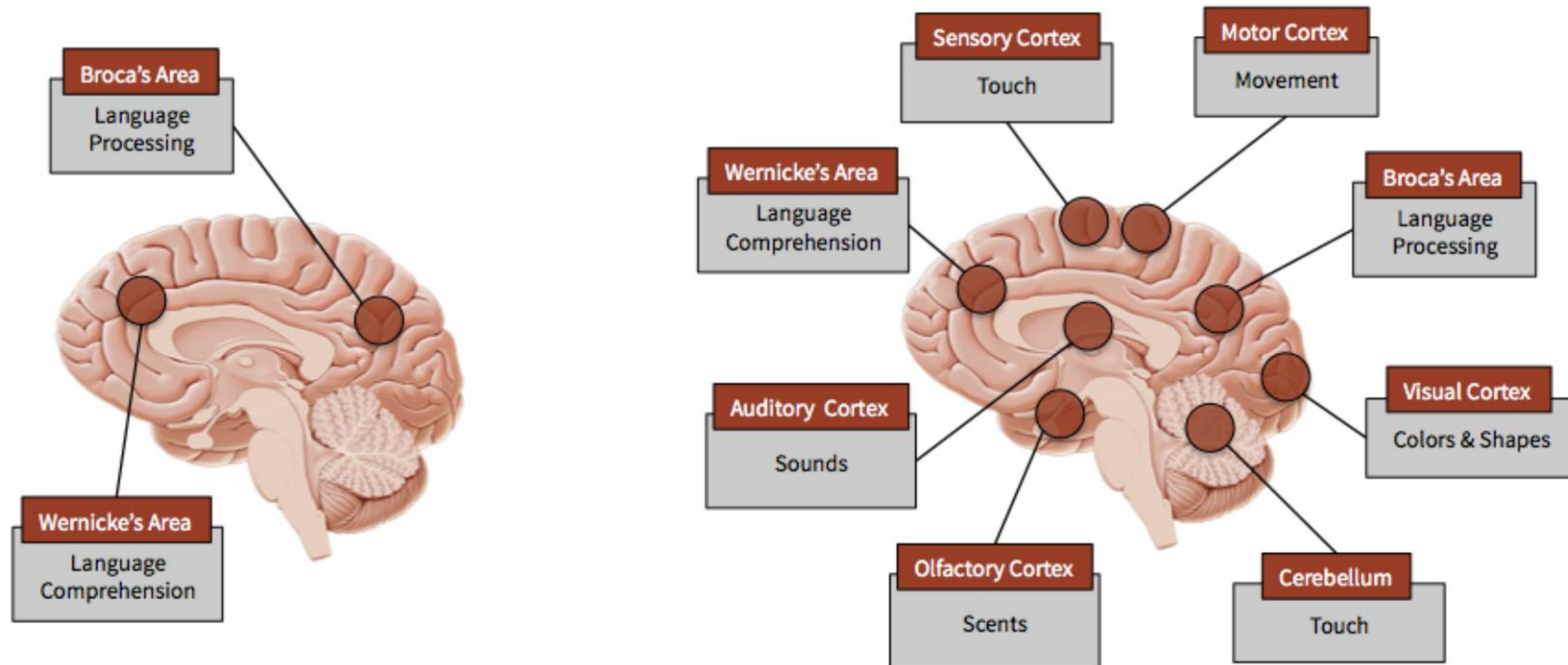


Deborah Grayson Riegel | Wharton, Columbia, and Duke B-Schools
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Why Do We Tell Stories? And To Whom?



Stories Make Your Brain “Light Up”



What Makes a Story Work?

Think about a story you READ, HEARD, or WATCHED that changed the way you thought about something or the way you did something.



What Makes a Story Work?

- It's personal
- It's short
- It's surprising
- It's relevant
- It leverages pathos, logos, and ethos
- It's insightful

Use Ethos, Pathos, and Logos to Persuade People

LOGOS: APPEAL TO LOGIC	PATHOS: APPEAL TO EMOTIONS	ETHOS: APPEAL TO TRUST
Numbers and statistics	Tell stories	Education and degrees
Facts and data	Use emotional words (both positive and negative)	Personal and professional experience
Cite studies	"Imagine..." or create visualizations	Client testimonials
Quote experts	Flatter people (directly or indirectly)	Success stories
Share research	Use vocal variety	Titles
Explain cause and effect	Use facial expressions	Associations
Offer comparisons		Make eye contact
Make analogies		Stand up straight
Give a demonstration		Gesture with open palms
		Use a warm and authoritative tone of voice



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What Do We Mean by an “Insight”?

“An unexpected shift in the way we understand things.”

~ Author Gary Klein

We thought all of our customers liked feature A, but they prefer feature B instead.

We believed this industry was a poor target market, but it is actually a good one.

We assumed our process was broken due to X, but it was really caused by Y.

Your Turn: What's an Insight You Have?

We thought _____, but discovered _____ to be true instead.

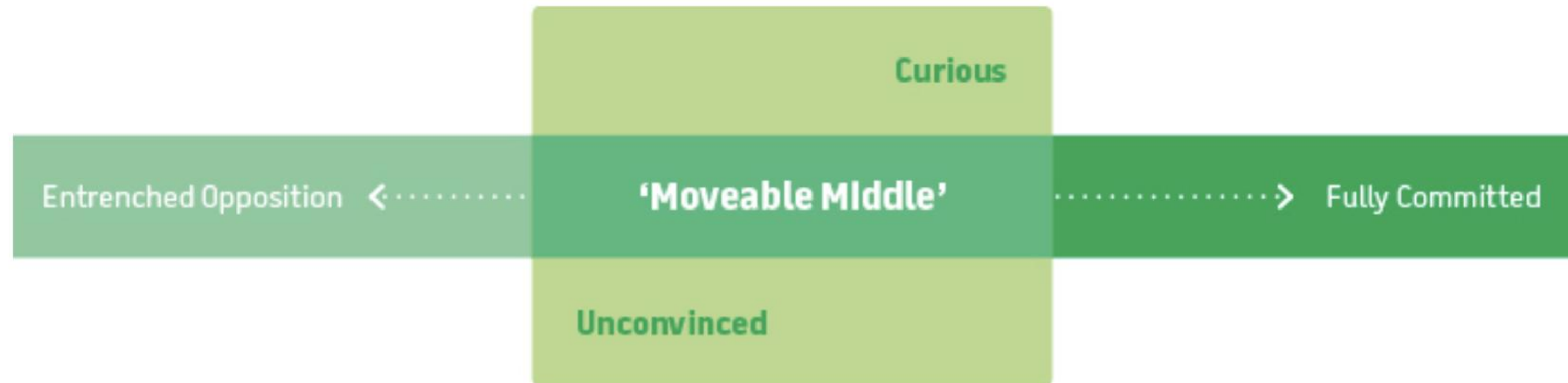
We believed _____, but it is actually

~~We assumed~~ _____ was caused by _____, but it was really caused by _____.

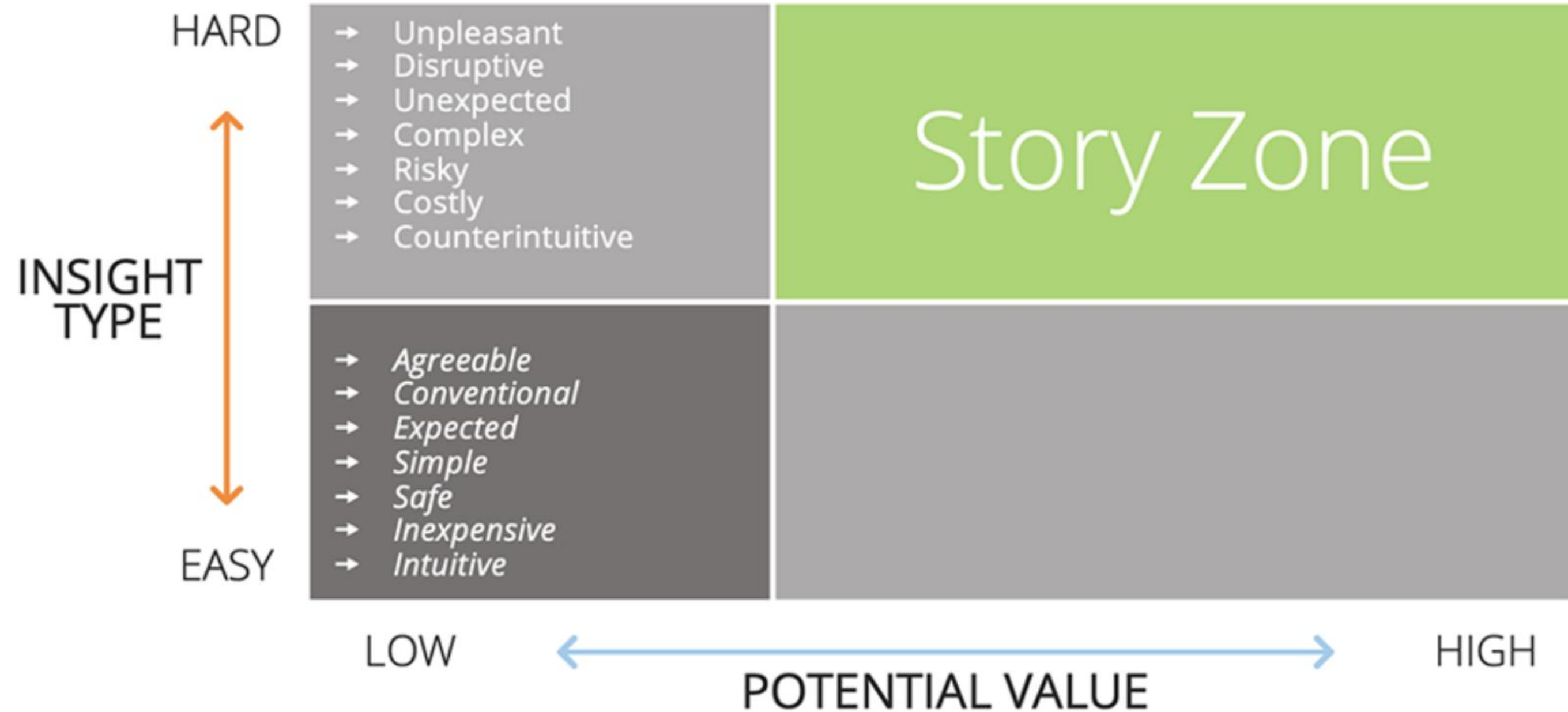
We tried _____, but found that _____ was a better approach.

_____ is how we've done it until now, but we're going to need to do ___ moving forward.

Don't Tell Stories Unless You Need To



Don't Tell Stories Unless You Need To



If your insights fall into the Story Zone, they're good candidates to be turned into data stories.

Brent Dykes | Effective Data Storytelling: How to Drive Change with Data, Narrative, and Visuals (Wiley 2020)

Building a Story Has Three Parts

1. Context

“Here's what it was...”

- Who
- What
- Where
- When
- Why
- How

2. Challenge

“Here's what was being faced...”

- Roadblocks
- Obstacles
- Tough choices
- Risks
- Costs

3. Conclusion

“Here's the new state, what was learned, and your role...”

- New awareness
- New actions
- New plans
- New perspectives
- New ways of working
- Calls to action



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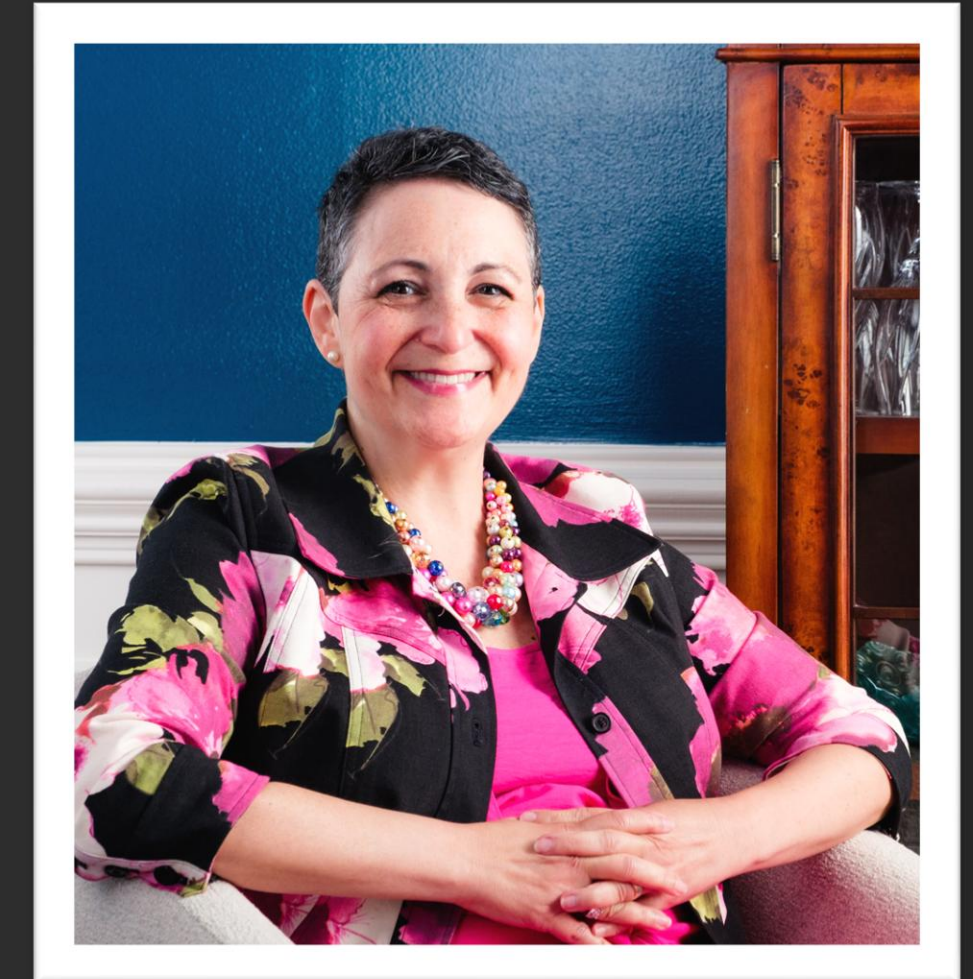
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