

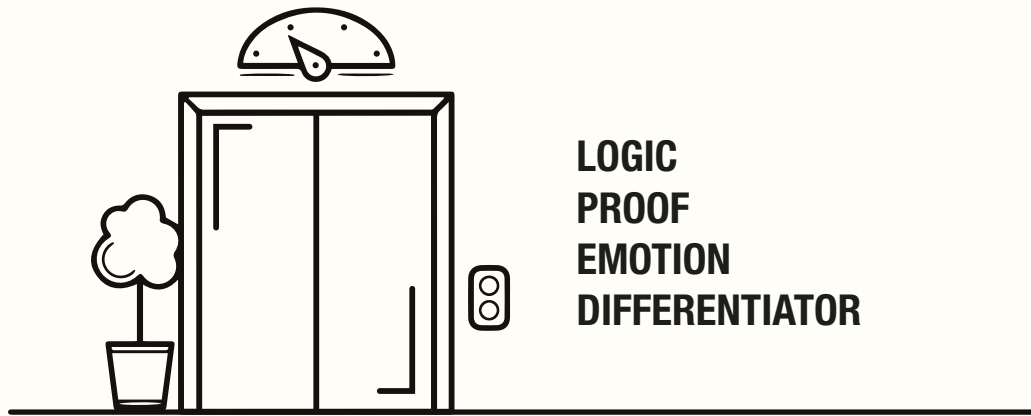
BUSINESS STORYTELLING



**“Tell me a fact and I'll listen. Tell me a truth and I'll learn.
But tell me a story, and it will live in my heart forever.”**

— Native American Wisdom

The elevator pitch



Delivery

Stage

Style

Visuals

Interaction

Content

Story checklist

Is your purpose clear and is there only one purpose?

Who is your audience, what motivates them and what are their concerns?

Have you picked a personal or business experience to convert into a story?

- ✓ Never begin with “let me tell you a true story...” or “once upon a time”.
- ✓ Where’s Wally? Who is the single key character in your story?
- ✓ “Less is more”: think Coco Chanel and eliminate all unnecessary detail from your story.
- ✓ Feel it, see it. Is there emotional and sensory data in your story?
- ✓ The devil is in the detail so get all your facts right.
- ✓ Does the story link back to the purpose without being directive?
- ✓ Have you written the story down?
- ✓ Give your story a title.
- ✓ Check your story’s duration and timeline.
- ✓ Seek permission if necessary.
- ✓ Credit your story if needed and stay credible.



Voice

Content