



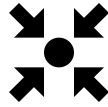
Storytelling at Work

The one-page guide to influencing with stories

1. Know your purpose



Who is the audience?



What's your point?



Why should they care?

2. Pick a personal story (work or non-work)



Triumph

(winning, success)



Tragedy

(loss, regret)



Tension

(choices, conflict)



Transition

(change, move)

3. Tell the story using a structure



Setup

(beginning)



Complication

(middle)



Resolution

(end)



Now, share the point

Always remember



Link the story back to work



Use everyday simple language



Prepare & practice