

Influential Storytelling

Storytelling is critical to our work but
most important to our humanity

-Brianna McCullough



About me



@brilimitless

brilimitless.com

Detroit raised, Minneapolis living





Think back....

Think about the best childhood storybook you've ever been read/read to your child and then think about why you still remember it today



Temptation, chaos, doing the right thing



You can't just intrude or enter someones property and use their things, a story about fitting
in



Don't make your mind up about something before trying it first



Think again....

Apply the same thought process in the last exercise to a product, service or offering. What made it memorable for you?



The thought process is the same as a childrens book





Everyone and everything
has a story

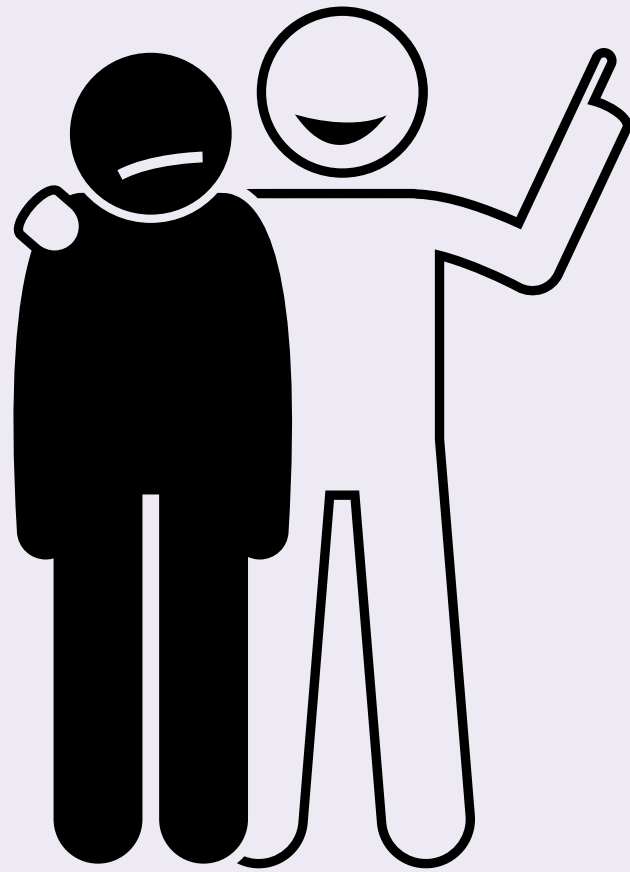
...but everyone doesn't know how to tell it



Start where you wish to end, this will
guide your story. "Without an ending
there is no beginning"



Bri, take your own advice

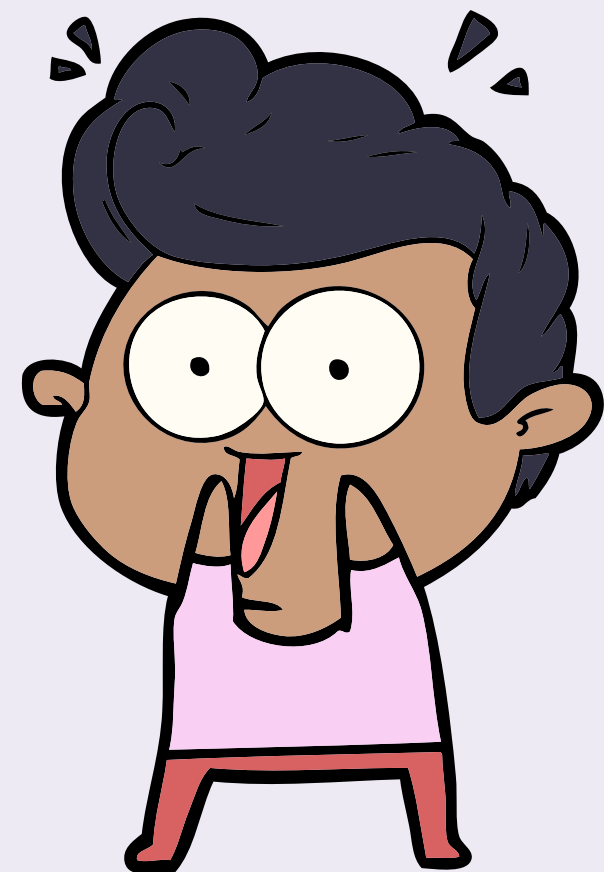




Purpose

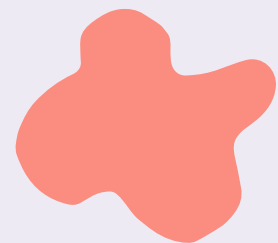
The stories of our work, and how we share those story with other people to recieve buy in
we need to execute our wildest ideas

- Confidence
- Data
- How do you want to be remembered?
- Start with what you want to end with
- The 5 C's: Curiosity, Circumstance, Conflict, Character, conversations





CONFIDENCE



Believe in your story and
product (if you don't, who
will)

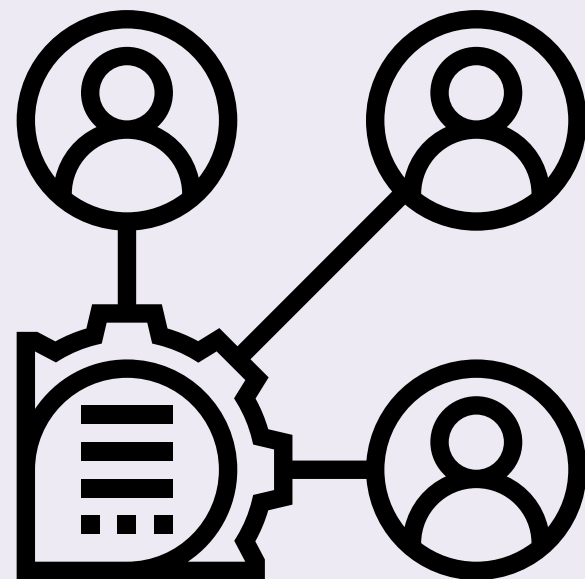
Be**L**i**E**v**E**



The story teller is
more important than
the story

Your stakeholders are human, they want to hear good stories.

Think of shows like shark tank, for example. The pitch always starts with a story



Please keep it simple and digestable....get
to the point





Early Engagement

Get the right people involved EARLY, this will help guide your story and fill in gaps. Similar to fail fast, fail early





Data

How do we know what we know? How do we know what success looks like? Data is usually harder to argue against





Think deep about what you want people to walk away with

What do you want your team, product or service to be remembered for? What is your morale?





When all else fails,
remember the 5C's

Circumstance, Curiosity, Characters, Conversations, and Conflicts





Set your stage (Circumstance)

This is where the critical information comes in. Think of your "who, what, when where and why"

What problem are
you trying to solve?
Why would anyone
care? Curiosity



*



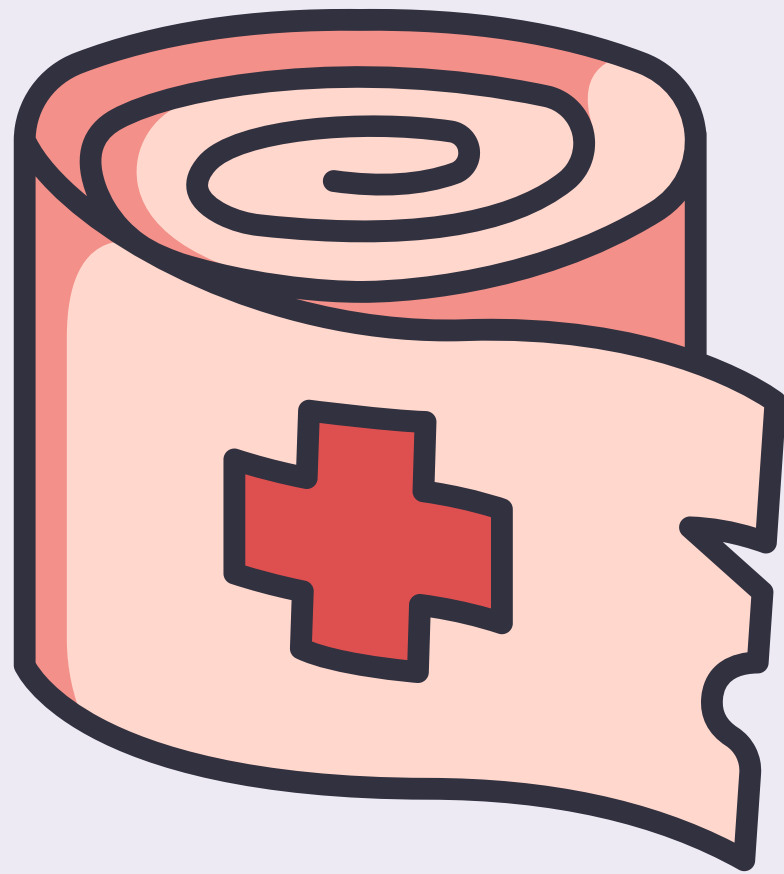
Who is the star of
the show? Main
character? Your
product?



How do you "humanize" a story
especially when it's about a product?

...the most compelling stories pull at your heart strings





Stories of how your product is used on a day to day bases to support th lives of others. Example: Medtronic, 3M



Keeping your data safe



Who is your audience?

Stakeholders? Internal? External?

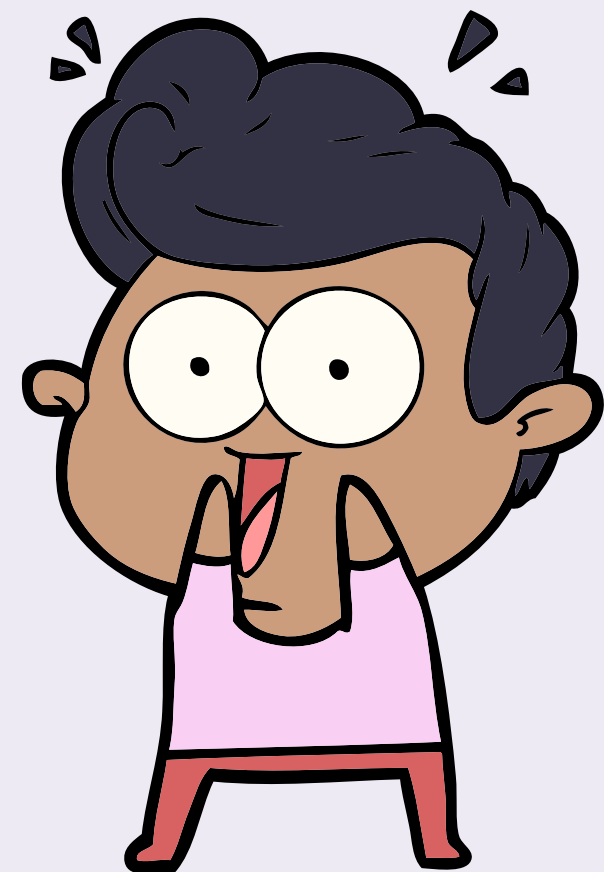




Don't let your
failures take over
your story



- Confidence
- Data
- How do you want to be remembered?
- Start with what you want to end with
- The 5 C's: Curiosity, Circumstance, Conflict, Character, conversations





thank you!

...now go and tell your BEST stories :)