

SHOW

The word "SHOW" is rendered in large, bold, black-outlined letters. Each letter contains a different photograph of a forest scene. The 'S' shows a close-up of redwood trunks and green ferns. The 'O' shows a view of a forest floor with a wooden fence in the background. The 'W' shows a dense forest of tall, thin trees.

DEATH

The word "DEATH" is rendered in large, bold, black-outlined letters. Each letter contains a different photograph of a road scene. The 'D' shows a road curving through a wooded area. The 'E' shows a road with a dirt shoulder. The 'A' shows a road with a dirt shoulder and a tree. The 'T' shows a road with a dirt shoulder. The 'H' shows a road with a dirt shoulder. The 'T' shows a road with a dirt shoulder.

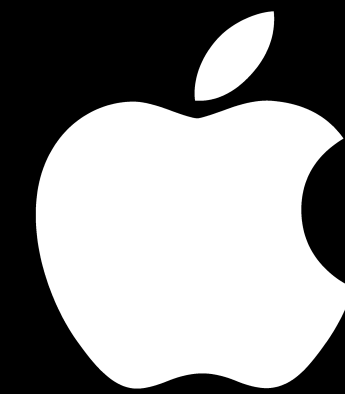
It's called a cold open

lopp / ldx3 / 🐼

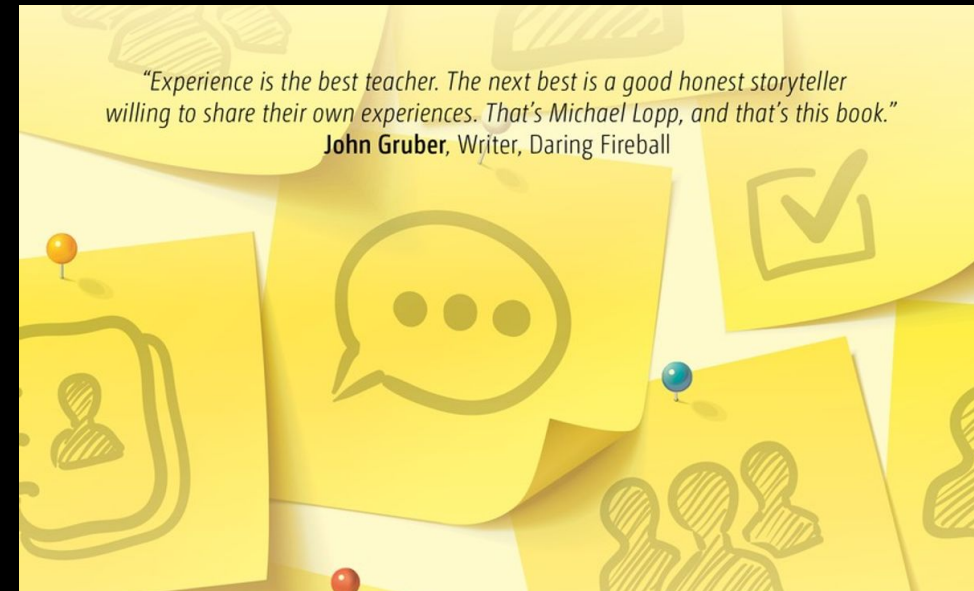
The Story Box

A young child with short, light-colored hair is looking down into a dark, rectangular box. The interior of the box is illuminated with a warm, golden light, and a stream of small, glowing particles is rising from the box, creating a magical atmosphere. The background is dark with several out-of-focus, warm-toned bokeh lights. The child's face is softly lit by the light from the box.

Borland



"Experience is the best teacher. The next best is a good honest storyteller willing to share their own experiences. That's Michael Lopp, and that's this book."
John Gruber, Writer, Daring Fireball




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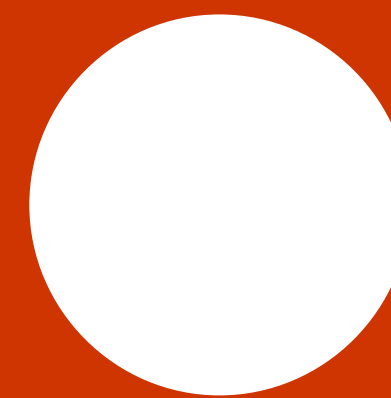
Story



How to Story



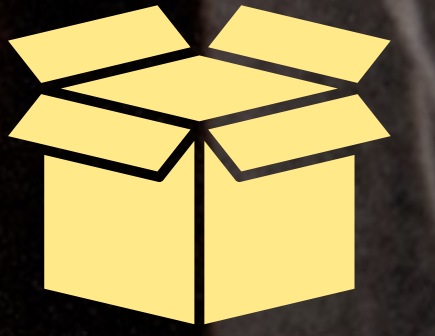
managgiato





Magic Structure

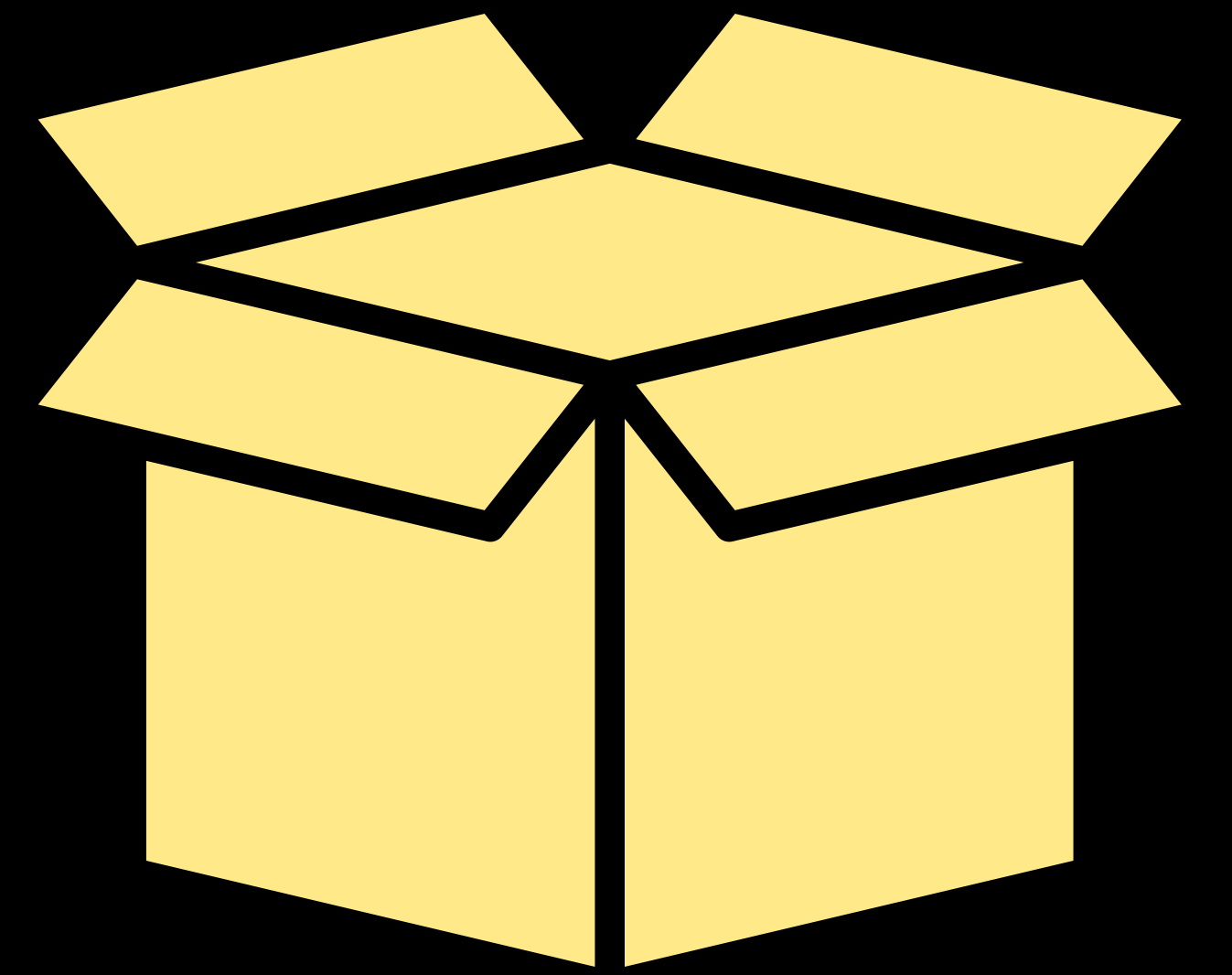
- The **Pledge**
Something ordinary.
- The **Turn**
Making it do something extraordinary.
- The **Prestige**
Shocking & final twist.



“The Moment”

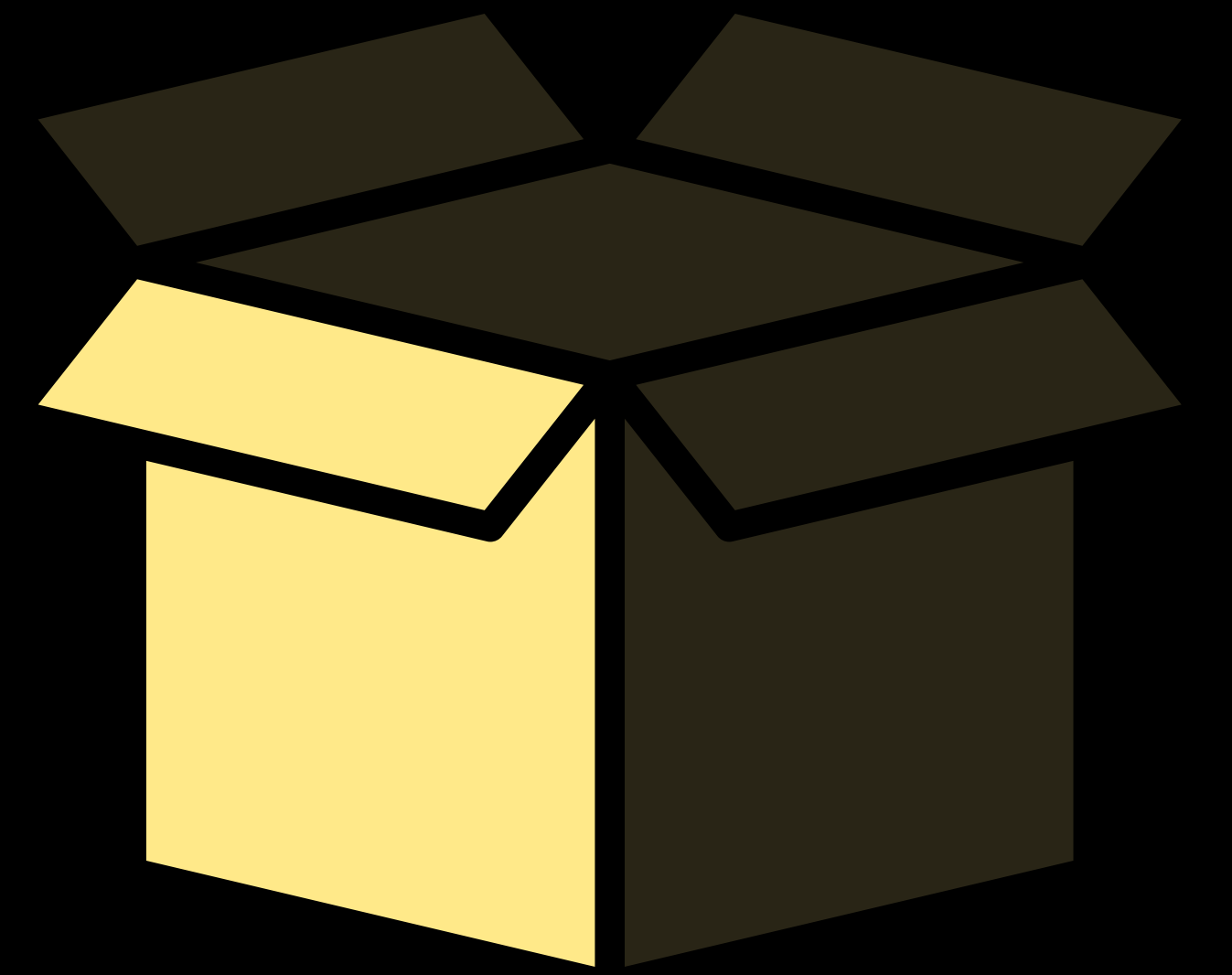
- They see themselves in the story.
- They become invested because it's about them.
- No longer listening, they're engaged.
- Create space to **find their own story**.

The Story Box **Guidelines**



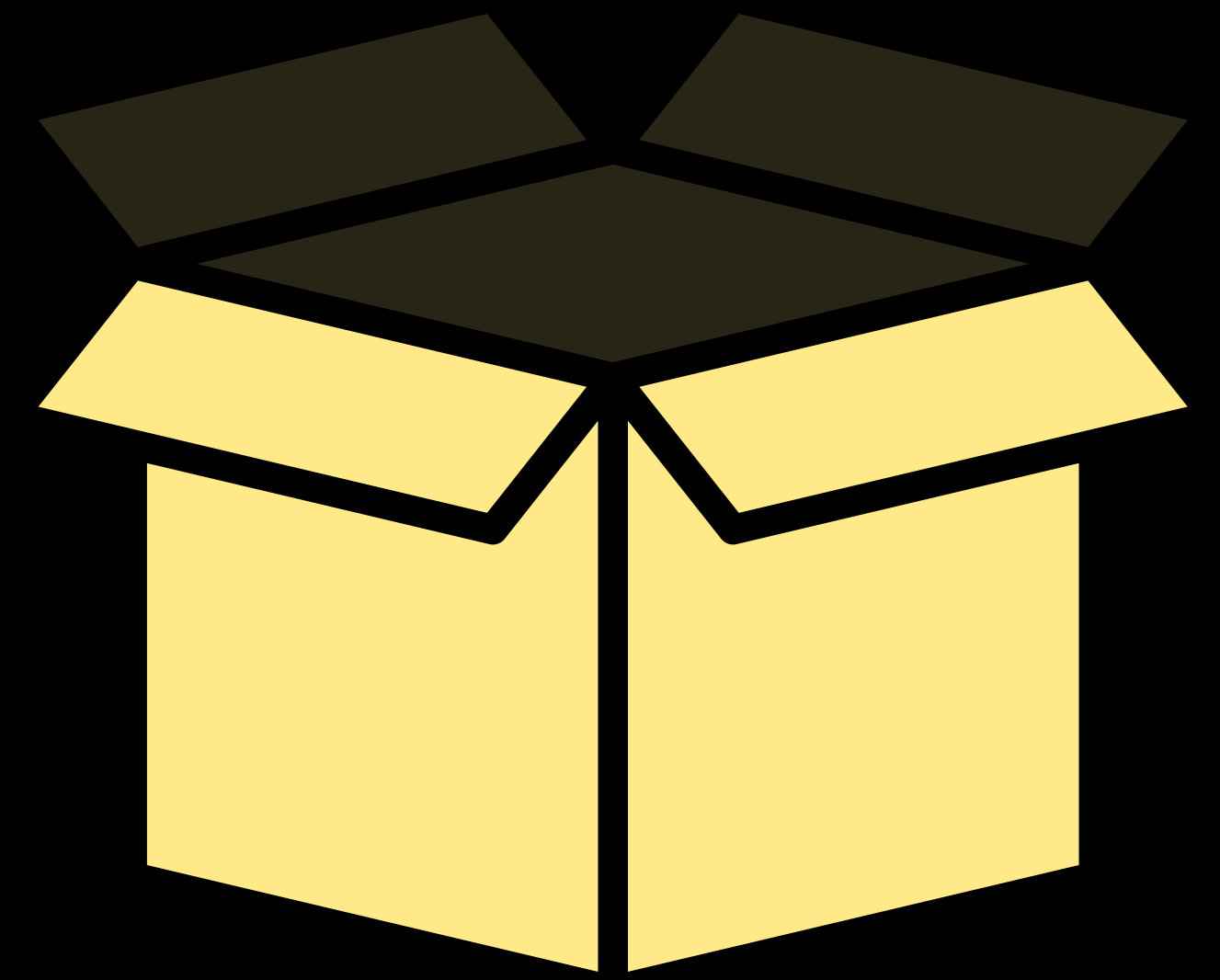
Guideline #1

Is it **entsprechend**?



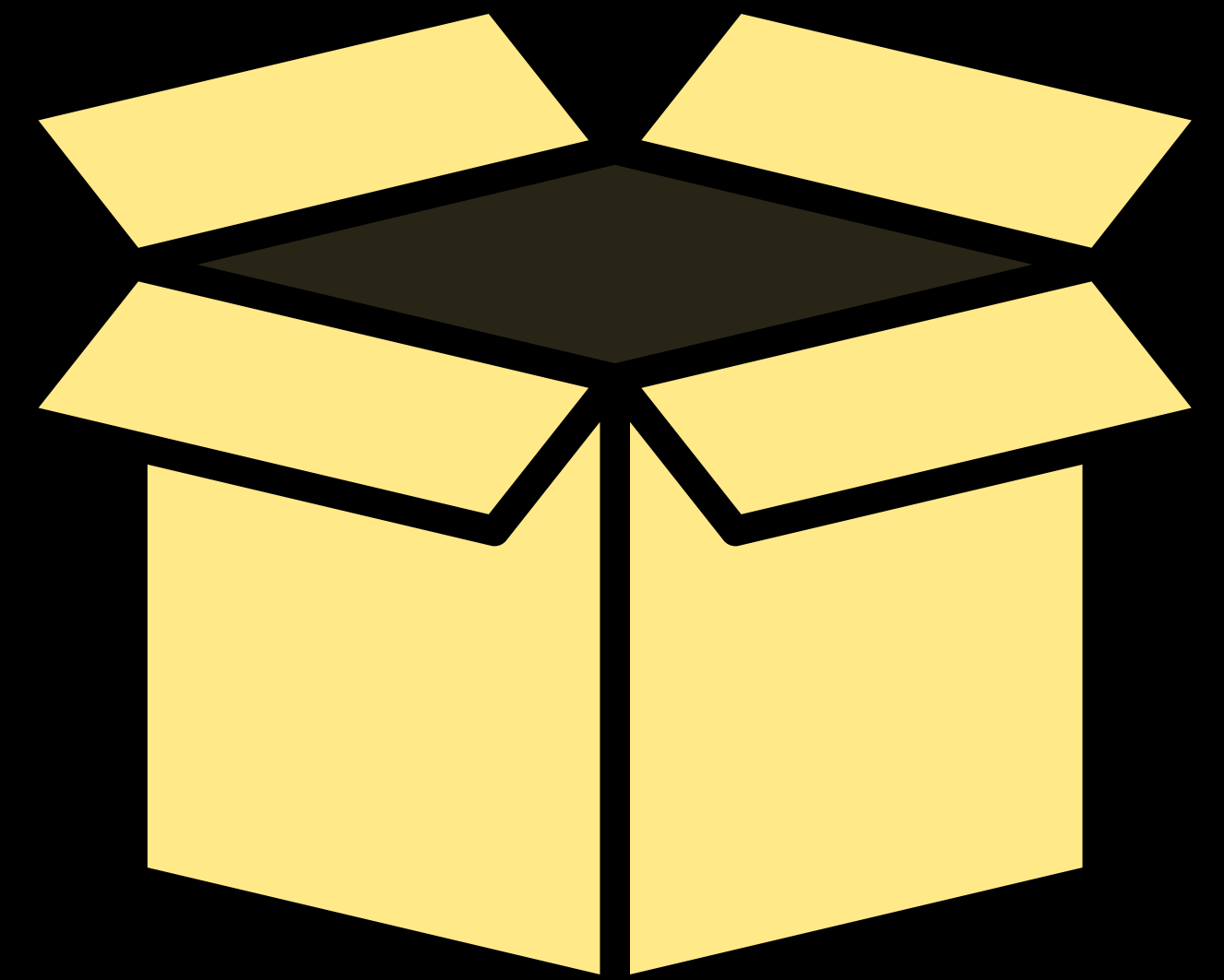
Guideline #2

Do we **learn?**



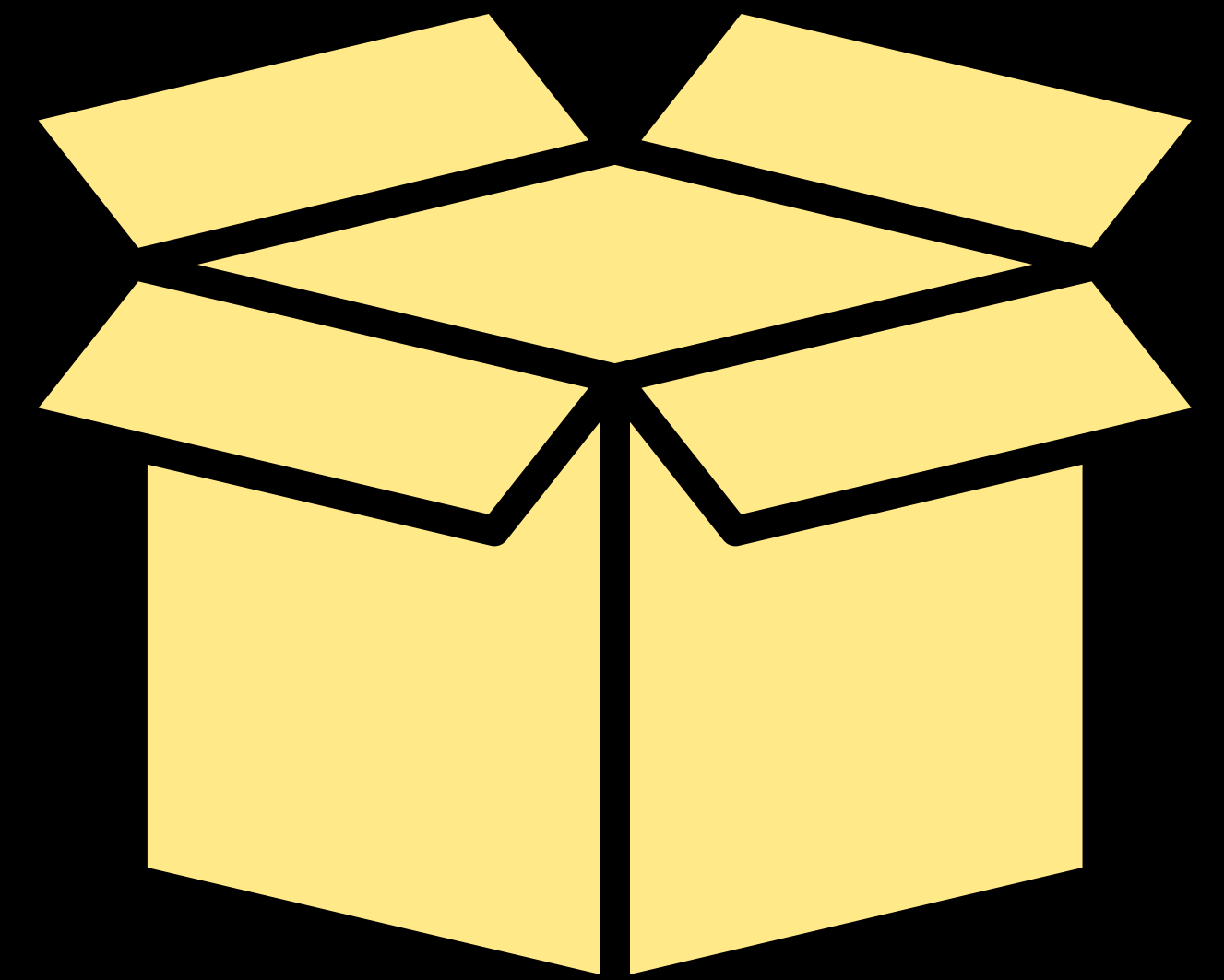
Guideline #3

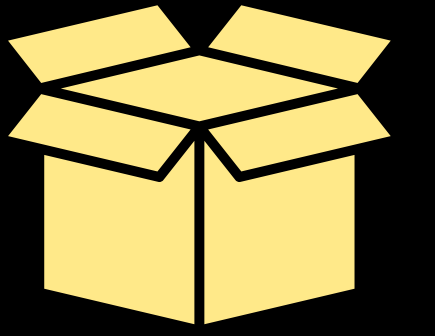
Is it **relevant?**



Guideline #0

Can you tell a **story**?





- Is it **entertaining**?
- Do we **learn**?
- Is it **relevant**?

Story #1



Is it **entertaining**?

Do we **learn**?

Is it **relevant**?

Story #2





Is it **entertaining**?

Do we **learn**?

Is it **relevant**?

Is it a story? Yes.

Is it a **leadership** story? No.

"The story persists because it's a perfect Jobs parable: theatrical, cruel-but-correct, easy to retell. But "perfect parable" is usually the tell. It's the management-blog equivalent of the Henry Ford "faster horses." 🤖

Story #3





BONUS R BOT SLIDE!

Do your **research**

Don't **guess**

Impress me with your **thoroughness**

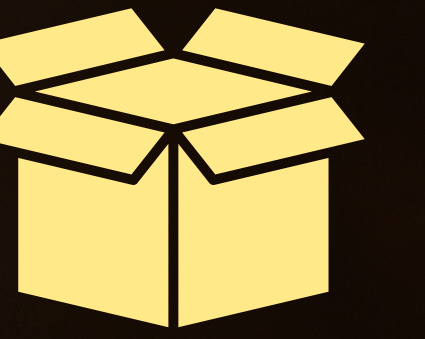
Is it **entertaining**?

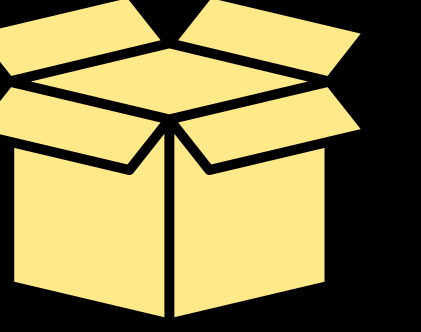
Do we **learn**?

Is it **relevant**?

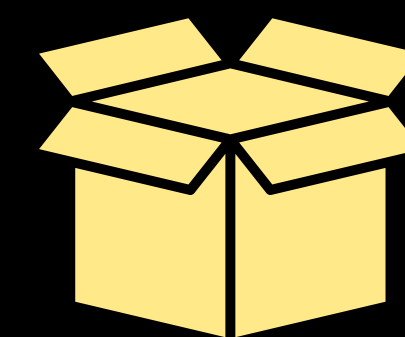
**“A story asks,
it doesn’t tell.”**

— Michael Lopp - *The guy standing right there.*





Performance

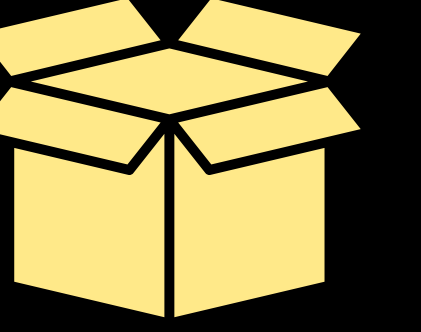


SHOWM

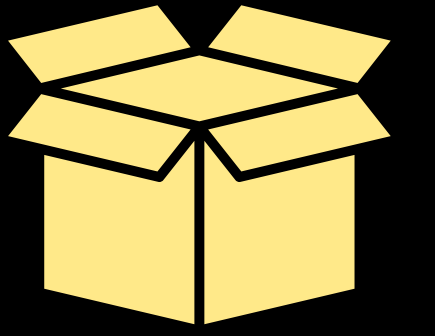
DEATH

SLOW

DEATH



Performance

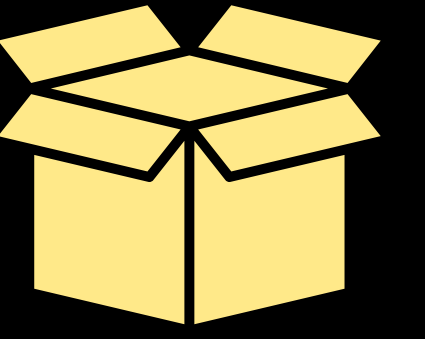


“The only secret of magic is that I’m willing to work harder on it than you think it’s worth.”

— Penn Jillette - *Magician*



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Thank you

- **Typeface:** Futura Std
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- **Grumbles:** He wrote slide #25

