

Transformational Storytelling & the Age of Distrust.



CONTENT JAM BREAKOUT
OCT 29, 2019

Meet Jordan Bower

- Chief Storyteller, Transformational Storytelling
- Clients include Autodesk, Mozilla, FedEx, Criteo & CIBC
- Graduate of Ivey School of Business
- Based in Vancouver, Canada



**We have entered
the identity economy.**



**Our choices are now based on
what we want to learn & become.**

ESTHER PEREL
AUTHOR AND THERAPIST

A fundamental shift in how we trust.

THEN

Opaque

Closed

Centralized

Licensed

Top-down

Institutional

NOW

Transparent

Inclusive

Decentralized

Accountable

Bottom-up

Distributed

A world in identity crisis.

The Atlantic

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TECHNOLOGY

Why the New Instagram It Girl Spends All Her Time Alone

Loneliness is Instagram's hottest trend.

KAITLYN TIFFANY OCT 16, 2019



MORE STORIES

The Instagram Aesthetic Is Over

TAYLOR LORENZ



'Close Friends,' for a Monthly Fee

KAITLYN TIFFANY



Where Everyone's an Influencer

TAYLOR LORENZ



We need to fundamentally shift our tone.

THEN

Our goal is winning

Leaders are faceless suits

Sell features & benefits

We're the best

Communicate facts

We solve your problems

NOW

Our goal is a better world

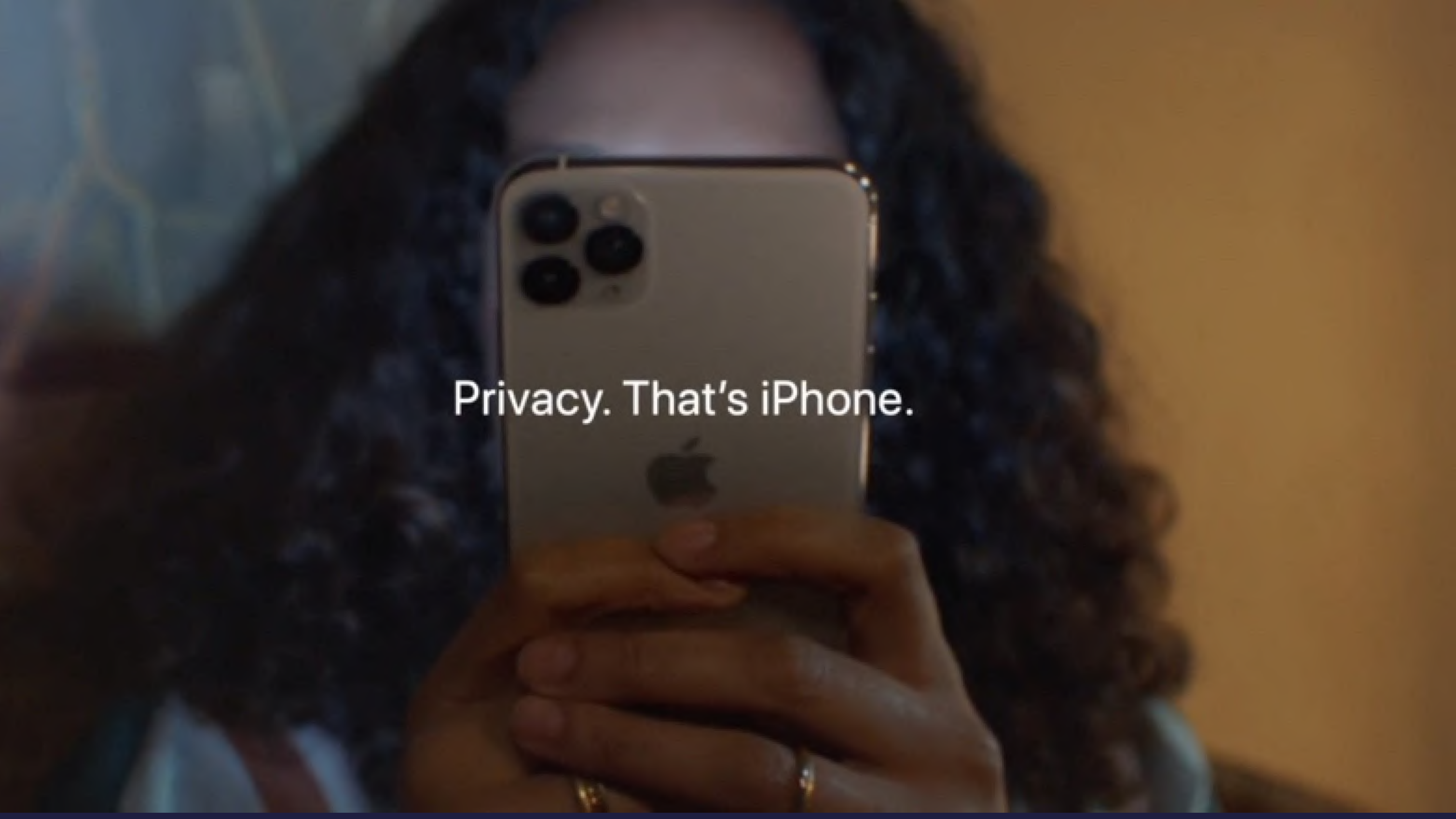
Leaders are personable activists

Sell coaching & guidance


You're OK. The best is relative

Create inspiring narratives

We support your process

A close-up, slightly blurred photograph of a person's hands holding a silver iPhone. The person has dark, curly hair and is wearing a blue patterned garment. The iPhone is held vertically, showing its back with the Apple logo and the triple-camera system. The text "Privacy. That's iPhone." is centered over the phone in a white, sans-serif font.

Privacy. That's iPhone.



Believe in something.
Even if it means sacrificing everything.



Just do it.



Our home funds our non-stop adventures.

Earn money by sharing your home.
airbnb.com/host



airbnb

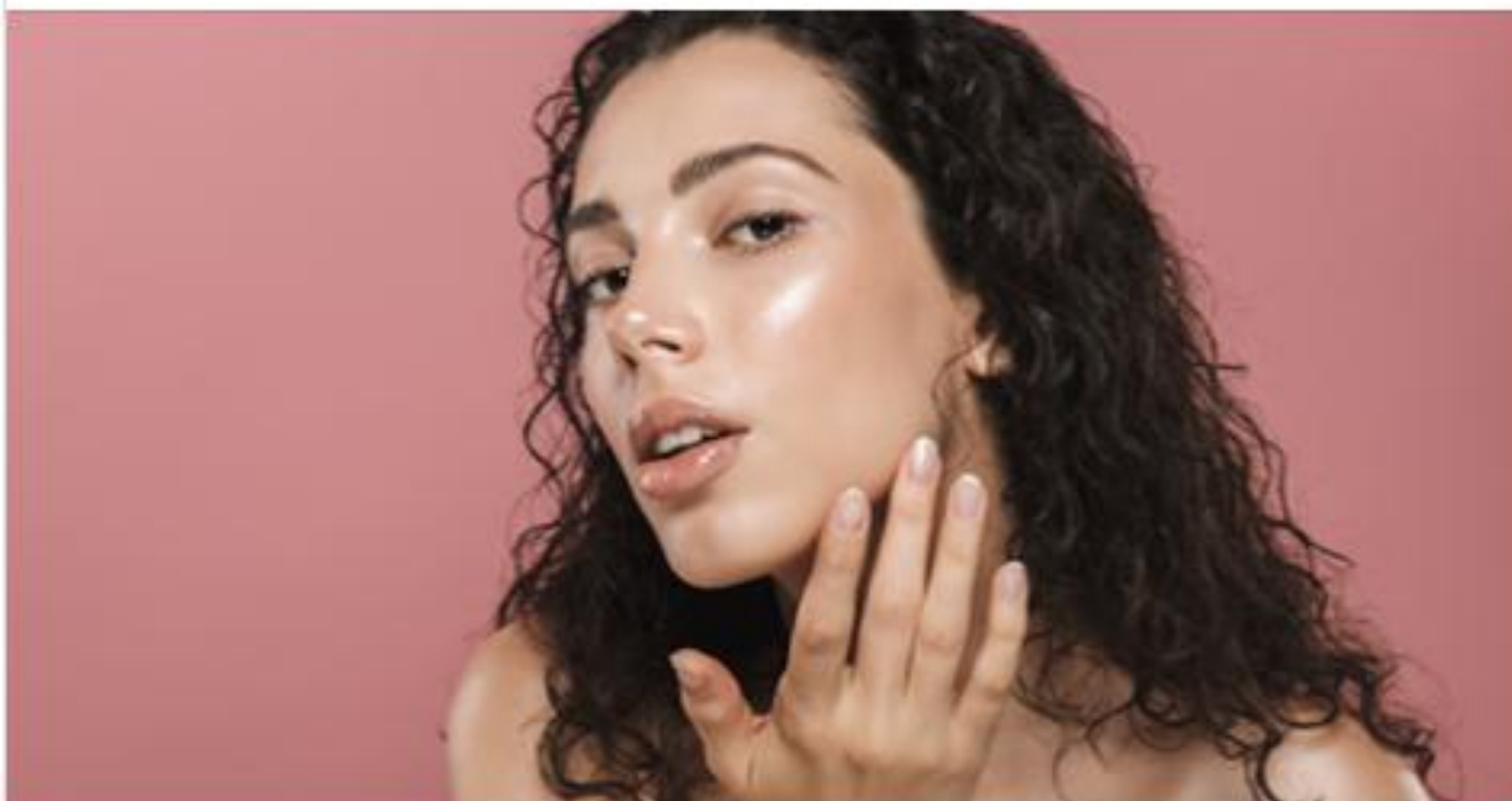
Belong Anywhere



Vital Proteins

1 hr · 🌐

It's time to elevate your skincare routine. But don't worry, it's a lot easier than you thought it would be thanks to expert tips and our Vital Proteins collagen products. Keep reading and start refining your skincare regimen today. <https://bit.ly/32SjrQF>



VITALPROTEINS.COM

The Easiest Ways to Improve Your Skincare Routine

Elevating your skincare routine is a lot easier than you thought,...



Like



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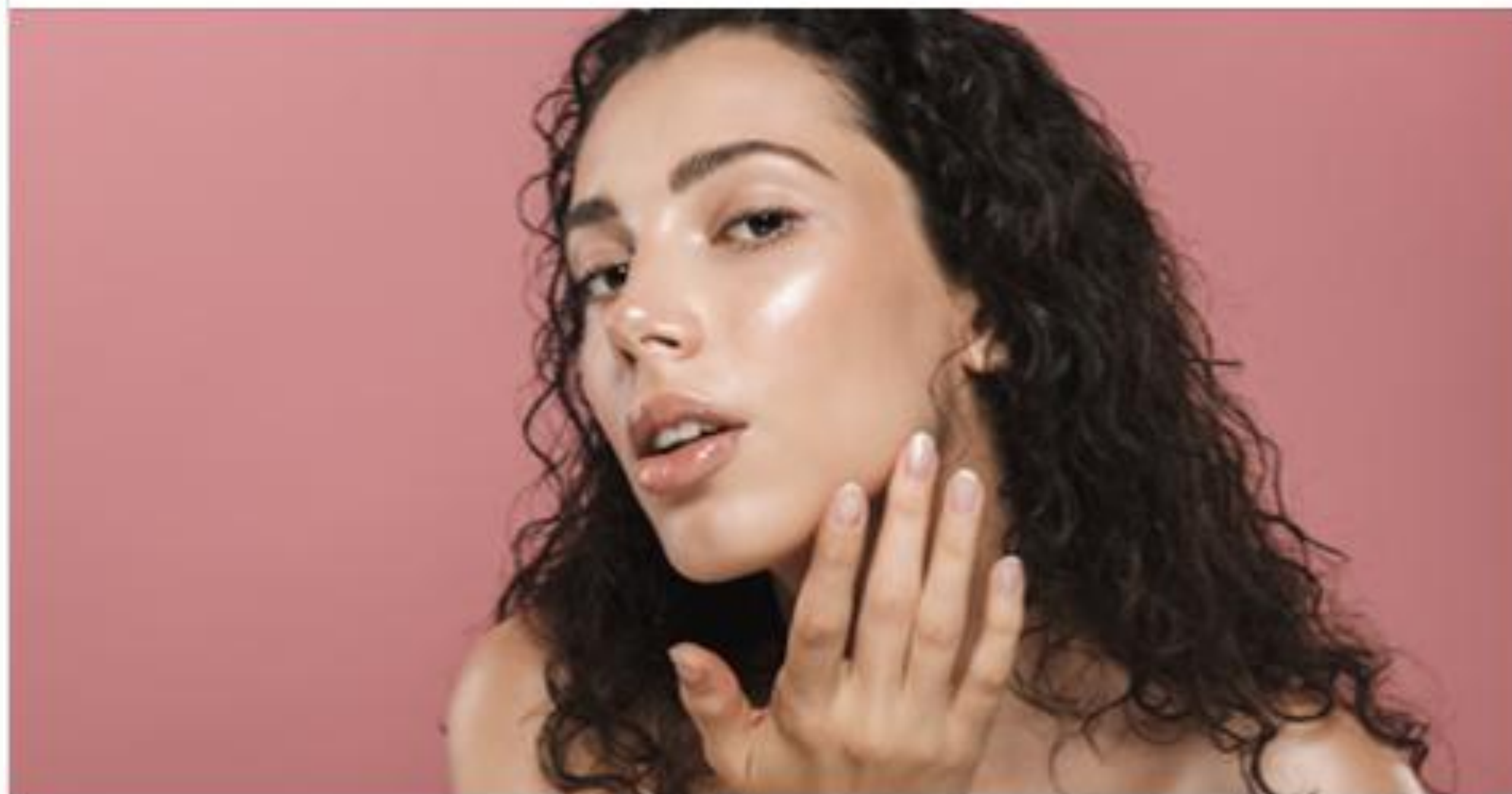
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VITALPROTEINS.COM

The Easiest Ways to Improve Your Skincare Routine

Elevating your skincare routine is a lot easier than you thought,...



Like



Comment



Share



Body Energy Club

October 16 at 7:12 AM · 🌐

Meet Addison: one of our awesome Body Energy Club demo team members! Say hi next time you see him out with our adorable 8oz vegan smoothies supporting community initiatives around the city! 💙



👍 5



Like



Comment



Share

Jobs of the Future

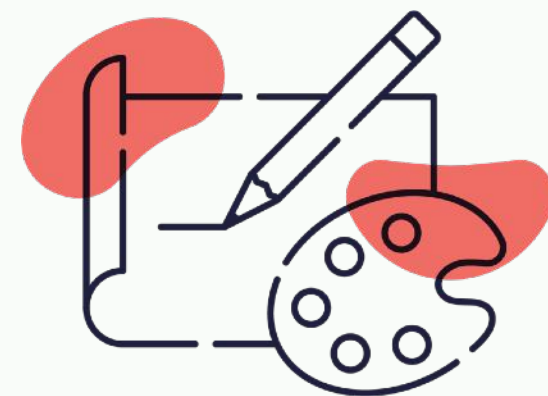
1. People who tell computers what to do.
2. People who do what computers tell them to do.
3. Storytellers who help people cope.

**We trust change leaders when
they feel credible, authentic & real.**

(We hate them when they don't.)

Your Connection Story

- Think of a time when you faced a significant challenge.
- What was the challenge? Why was the challenge so difficult?
- Why did you make your choice?
- What other choices could you have made?
- What happened afterwards?
- What did you learn through this experience?
- Looking back, what would you have done differently?



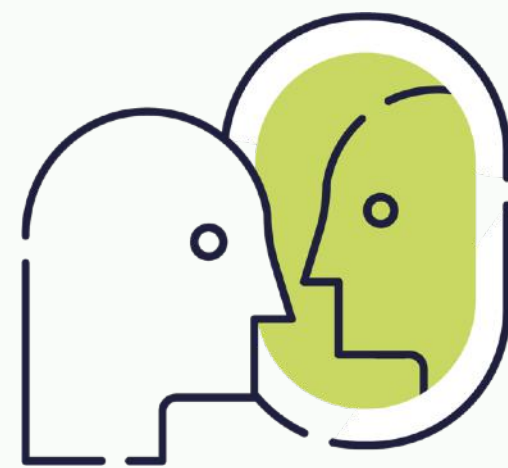
Reviewing Their Story

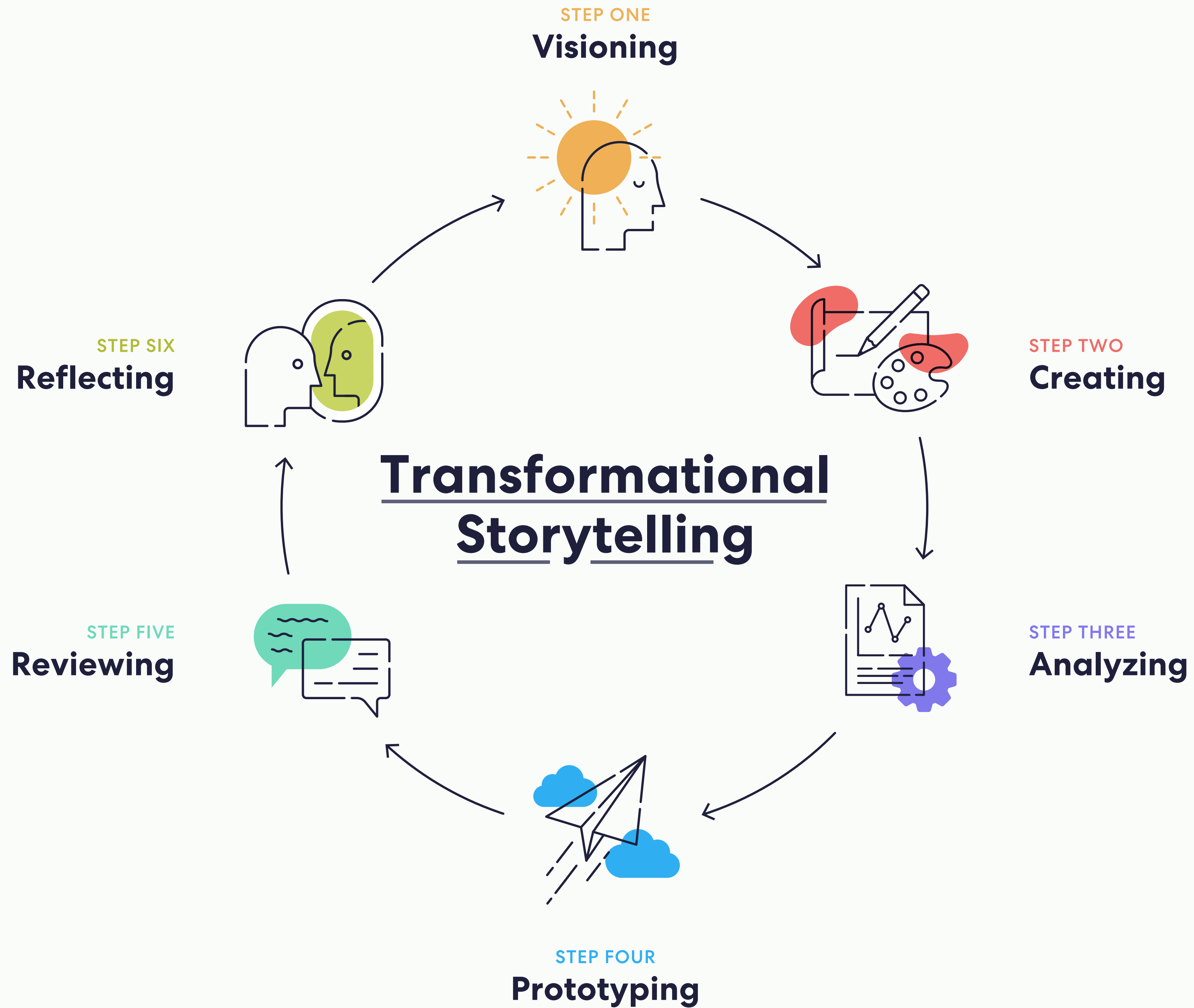
- What were the challenge, choice and outcome?
- Which characters were well described? Why?
- When do you feel most engaged in the story?
- Which of the storyteller's values can you identify?
- What's one thing that will make the story better?



Reflecting on the Process

- What did you learn from telling your story?
- What did you learn from listening to their story?
- What surprised you about their feedback?
- What's one thing you'd like to do differently next time?





The Six Building Blocks of Storytelling

Transformational Stories

Motivational Stories

Vision Stories

Framing Stories

Credibility Stories

Connection Stories

Questions?



Story is a verb.

A photograph of a group of people at a conference or event. In the foreground, a man with a shaved head, wearing a blue and red checkered shirt, is clapping his hands and smiling. He has a name tag that reads "Jordan Bower" and "Transformational Storytelling". Behind him, several other people are visible, some clapping and others looking towards the camera. The background is slightly blurred, showing more people and the interior of a large room.

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