

Think Like a Storyteller



CONTENT JAM WORKSHOP
OCT 28, 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



Questions for Today

1. What's changing inside of our audiences?
2. What are the building blocks of storytelling?
3. What is the design process that storytellers follow?
4. How can you apply and integrate these ideas?

0. Icebreaker

Goal Setting

- What motivates you to improve how you communicate?
- In your work, which challenges might be overcome through better communication?
- In your team's work, which challenges might be overcome through better communication?
- What might change if you were a better communicator?

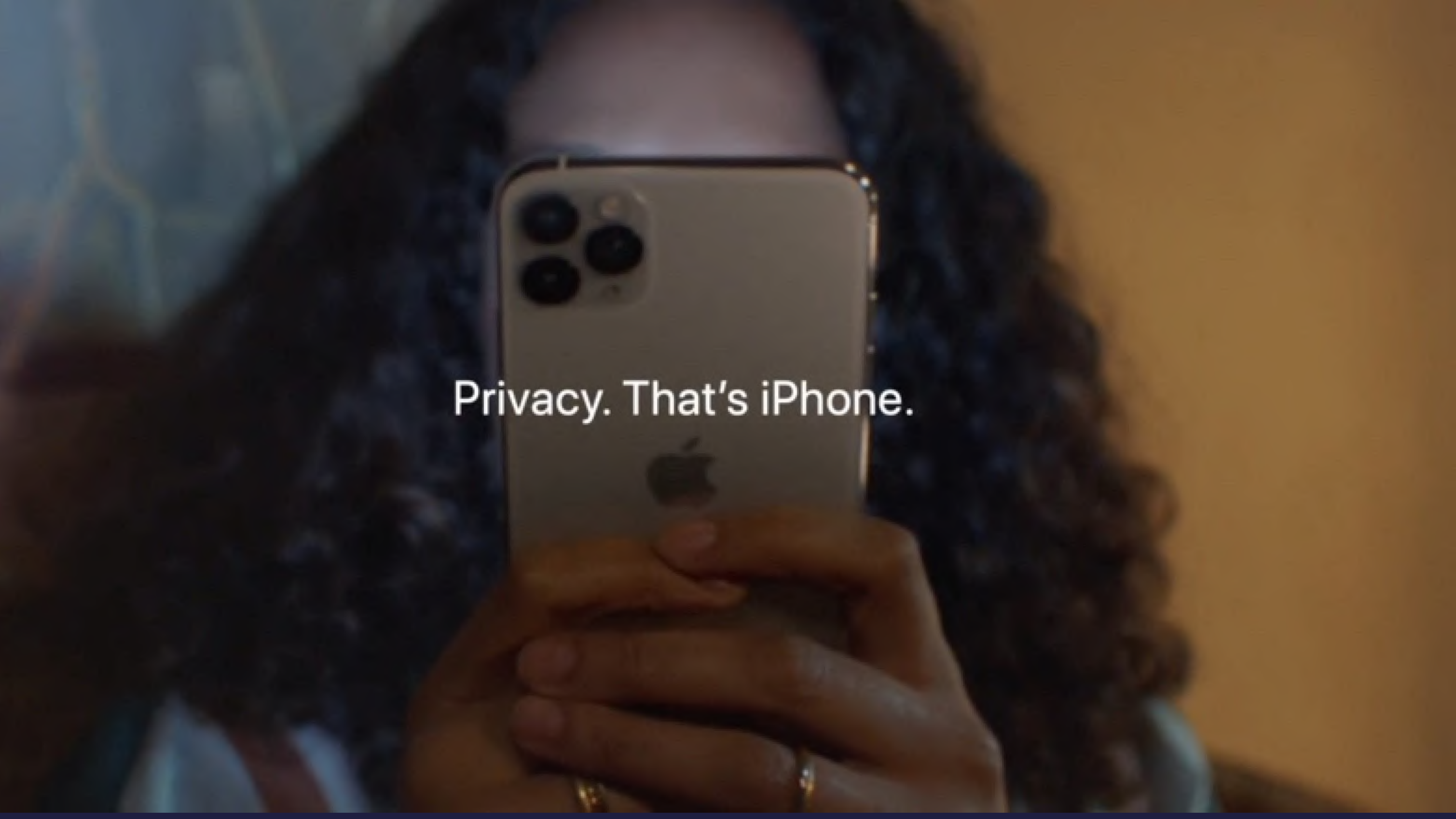
**1. What's changing inside
our audiences?**

**We have entered
the identity economy.**




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

ESTHER PEREL
AUTHOR AND THERAPIST

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.

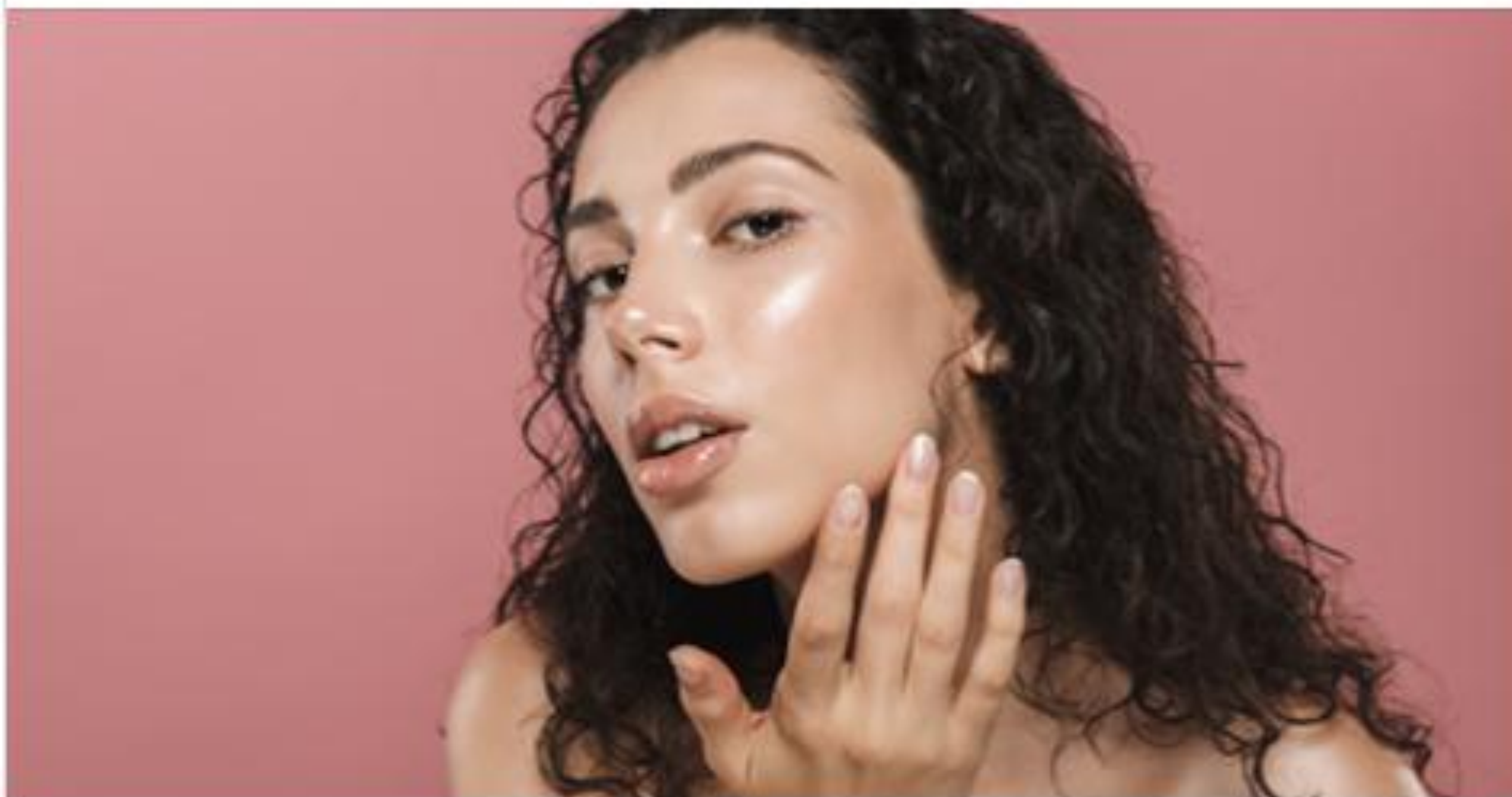
 Just do it.



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,...

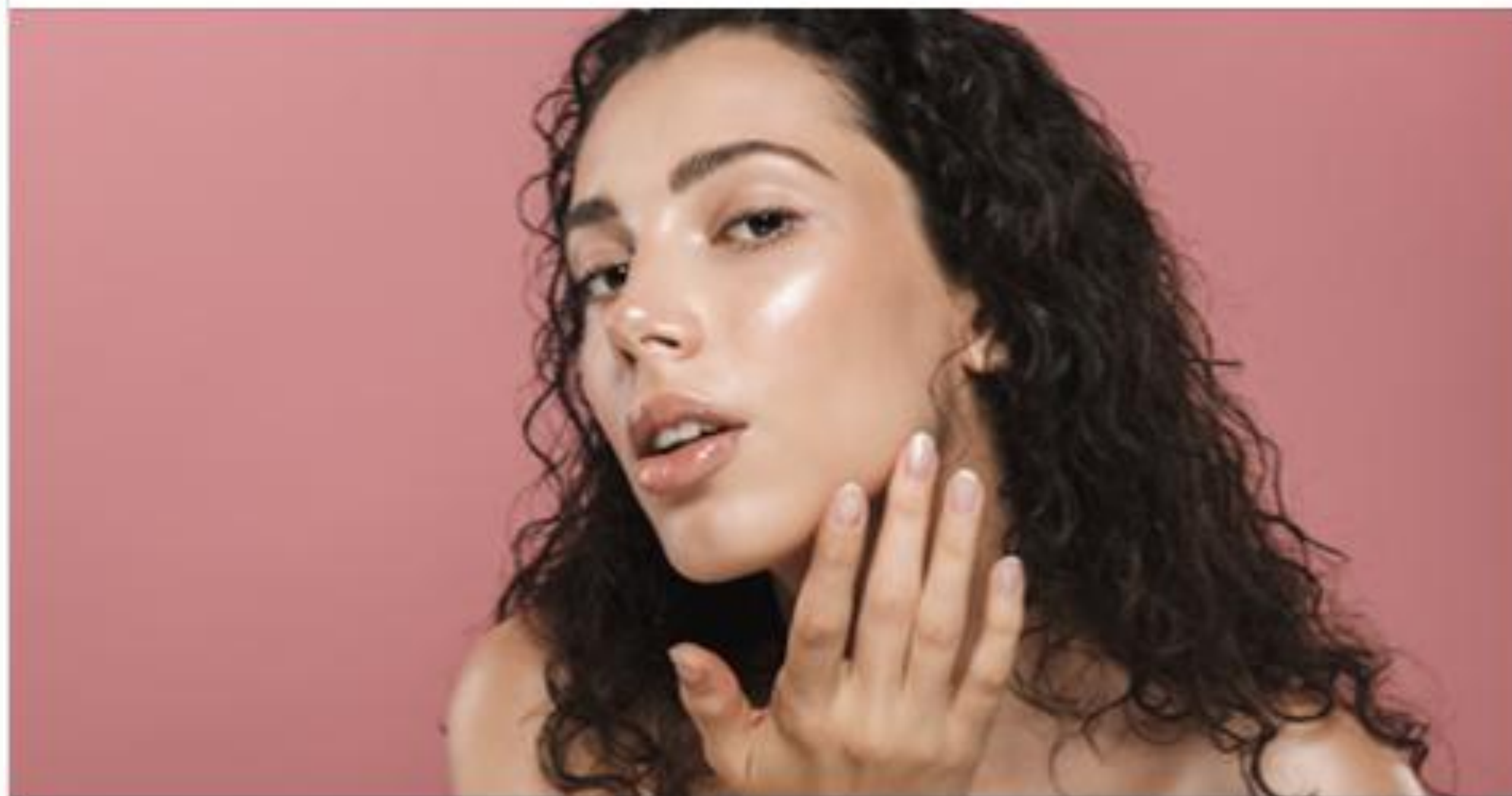




Vital Proteins

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



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

A shift in trust.

THEN

Opaque

Closed

Centralized

Licensed

Top-down

Institutional

NOW

Transparent

Inclusive

Decentralized

Accountable

Bottom-up

Distributed

A shift in tone.

THEN

Strategy to win

Leaders are faceless suits

Sell features & benefits

We're the best

Communicate policies

We solve your problems

NOW

Strategy to transform

Leaders are personable activists

Sell coaching & guidance

You're the best

Create narratives

We support your process

A shift in tone.

THEN



JIM CRANE,
CEO, HOUSTON ASTROS

NOW



GRETA THUNBERG
CLIMATE CHANGE ACTIVIST

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.

The shadow of the Identity Economy is performance and bad advice.



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



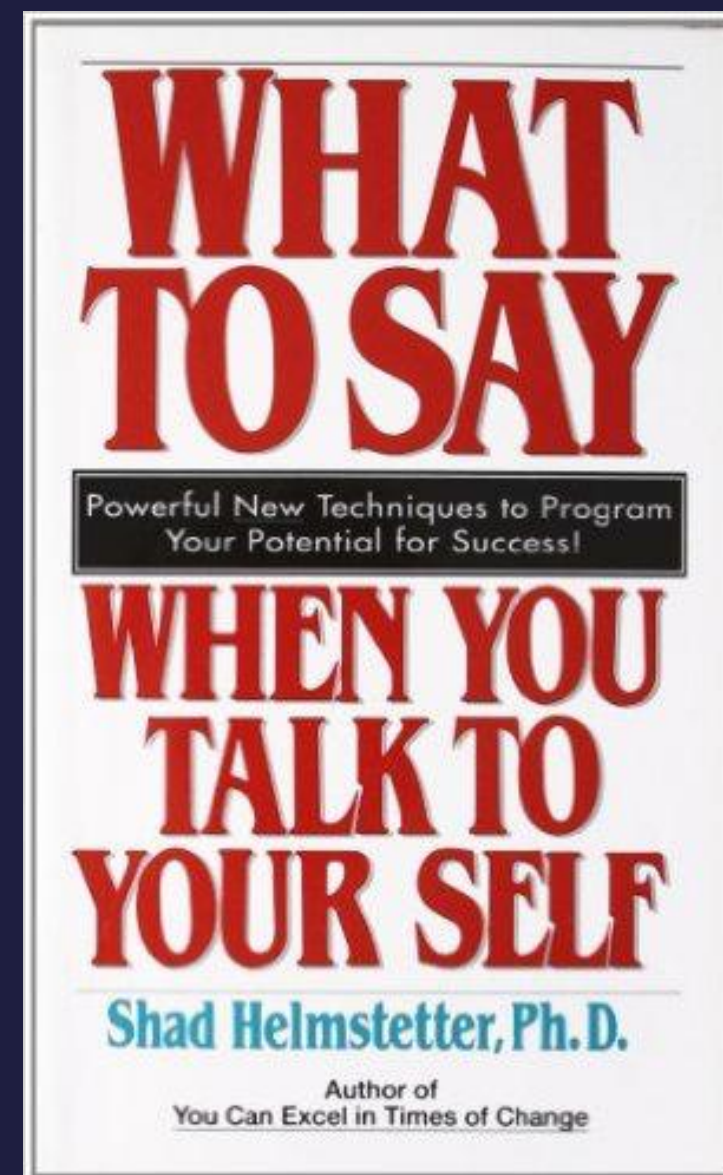
Where Everyone's an Influencer

TAYLOR LORENZ



We need a new way of establishing our credibility.

THEN



What we think

NOW

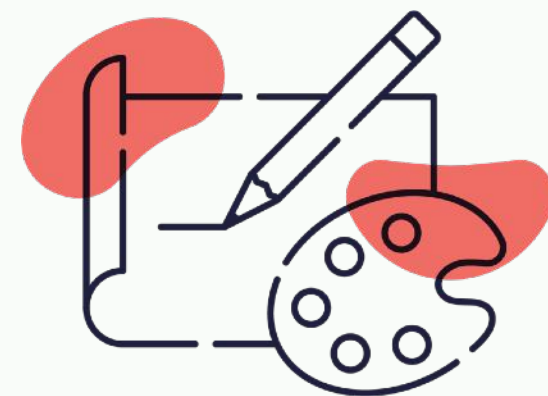


What our audiences feel

Today's leaders build connection & credibility by showing us how they experienced change themselves.

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?



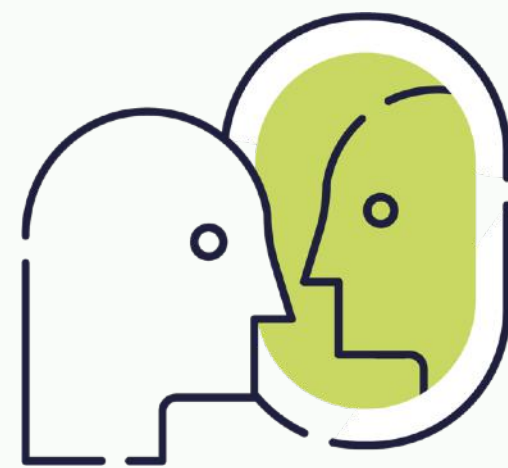
Reviewing Their Story

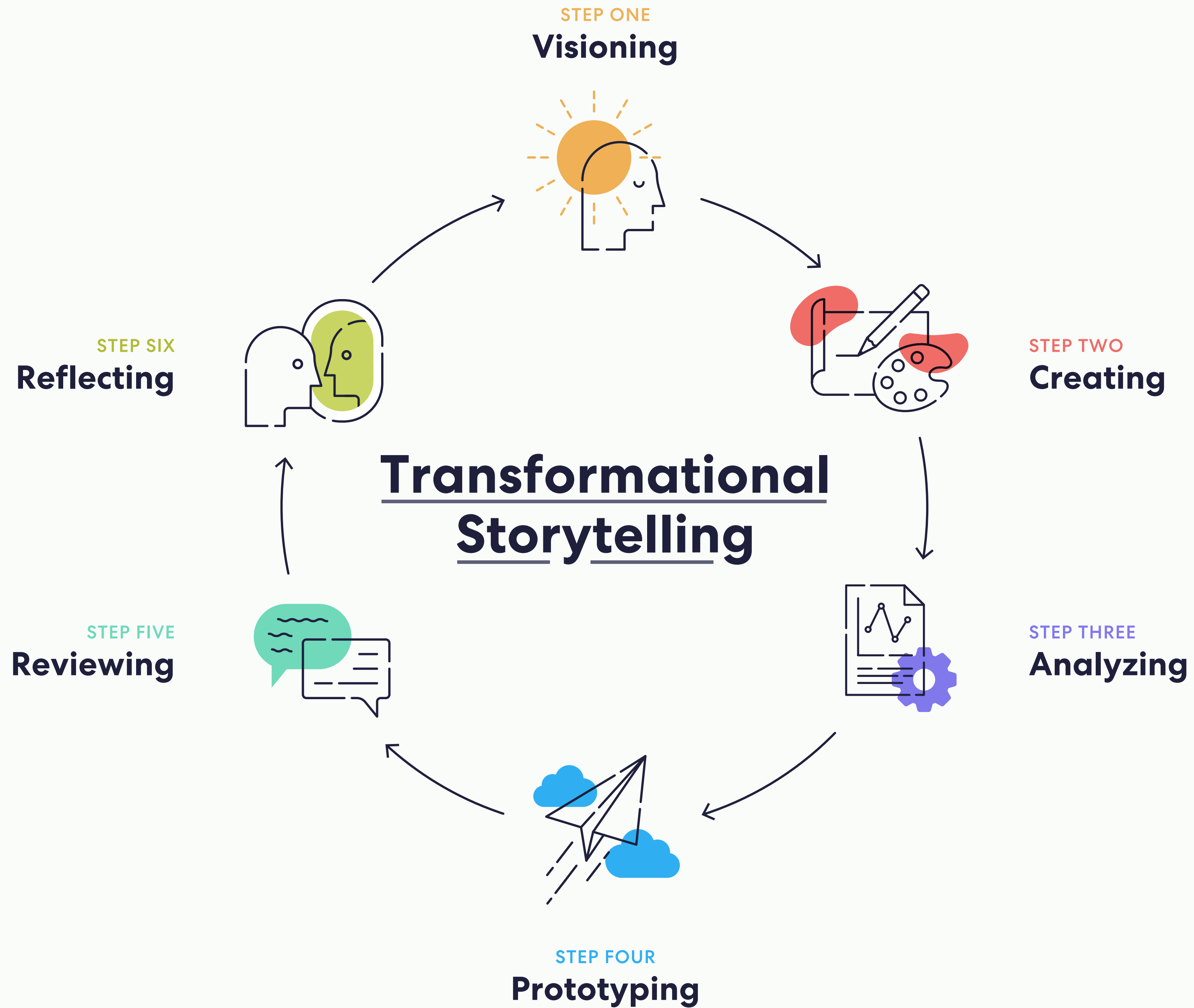
- What were the challenge, choice and outcome?
- Which characters were well described? Why?
- When do you feel most engaged in the story?
- Which of the storyteller's values can you identify?
- What's one thing that will make the story better?



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?





2. Storytelling Building Blocks

A man, Mark Bezos, is shown from the chest up, wearing a tan firefighter's jacket with reflective red and silver stripes on the sleeves. He is looking slightly to his left. The background is dark and out of focus, with some red and yellow elements visible. The text is overlaid on the center of the image.

Mark Bezos- TEDXCalifornia

Link: <https://youtu.be/sAQfzHBpRsc>

The Six Building Blocks of Storytelling

Transformational Stories

Motivational Stories

Vision Stories

Framing Stories

Credibility Stories

Connection Stories

What questions do storytellers ask?

Facts

- What does my audience need to know?
- When should I tell them?

Characters

- Who is my story about?
- Why should my audience care about them?

Themes

- What makes my message relatable?
- How deep can it get?



Swimming Sloth Searches for Mate

Link: <https://youtu.be/T7HGSvczDA4>

What questions do storytellers ask?

Facts

- What does my audience need to know?
- When should I tell them?

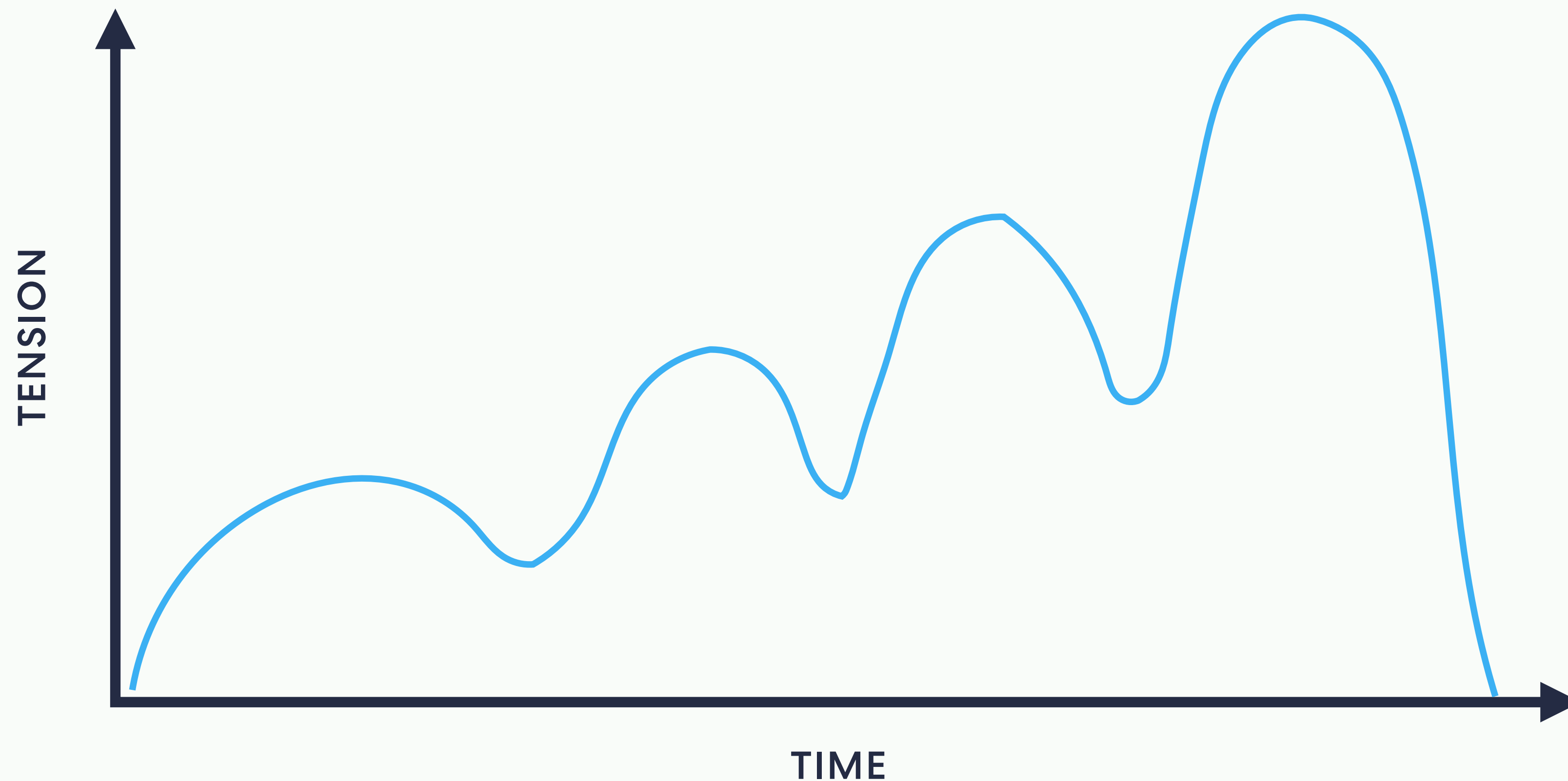
Characters

- Who is my story about?
- Why should my audience care about them?

Themes

- What makes my message relatable?
- How deep can it get?

Stories are built from waves of emotional tension & release.



The feeling carries the meaning.



Steve Jobs Introducing iPhone

Link: <https://youtu.be/x7qPAY9JqE4>

What questions do storytellers ask?

Facts

- What does my audience need to know?
- When should I tell them?

Characters

- Who is my story about?
- Why should my audience care about them?

Themes

- What makes my message relatable?
- How deep can it get?



13 Moments Of Black Excellence To Light Up The End Of Your Week

Regina has been, and always will be, KING!

Ehis Osifo



15 Pics Of Celebrity Couples You May Have Missed This Week

I cannot handle all this love!

Ehis Osifo



Here Is What Tracee Ellis Ross And 11 Other Celebrities Shared This Week For #TBT

A young Brie Larson hanging out with Captain America kicks off this week's #ThrowbackThursday!

Brian Galindo



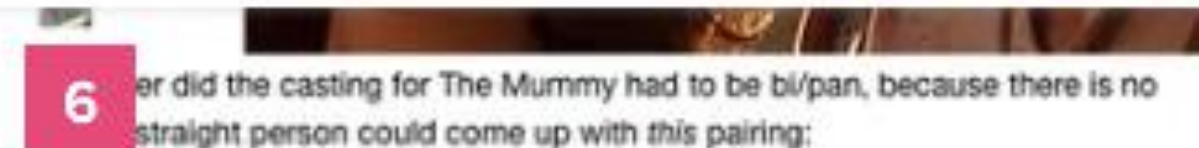
19 Hilarious And Relatable Latino Tweets

"Hummus is really refried beans when you think about it."

Javier Moreno



15 Cat Posts From This Week That Are Pawsitively Purrfect



19 Jokes About "The Mummy" Because, Fun Fact, It's The Greatest Movie Ever Made



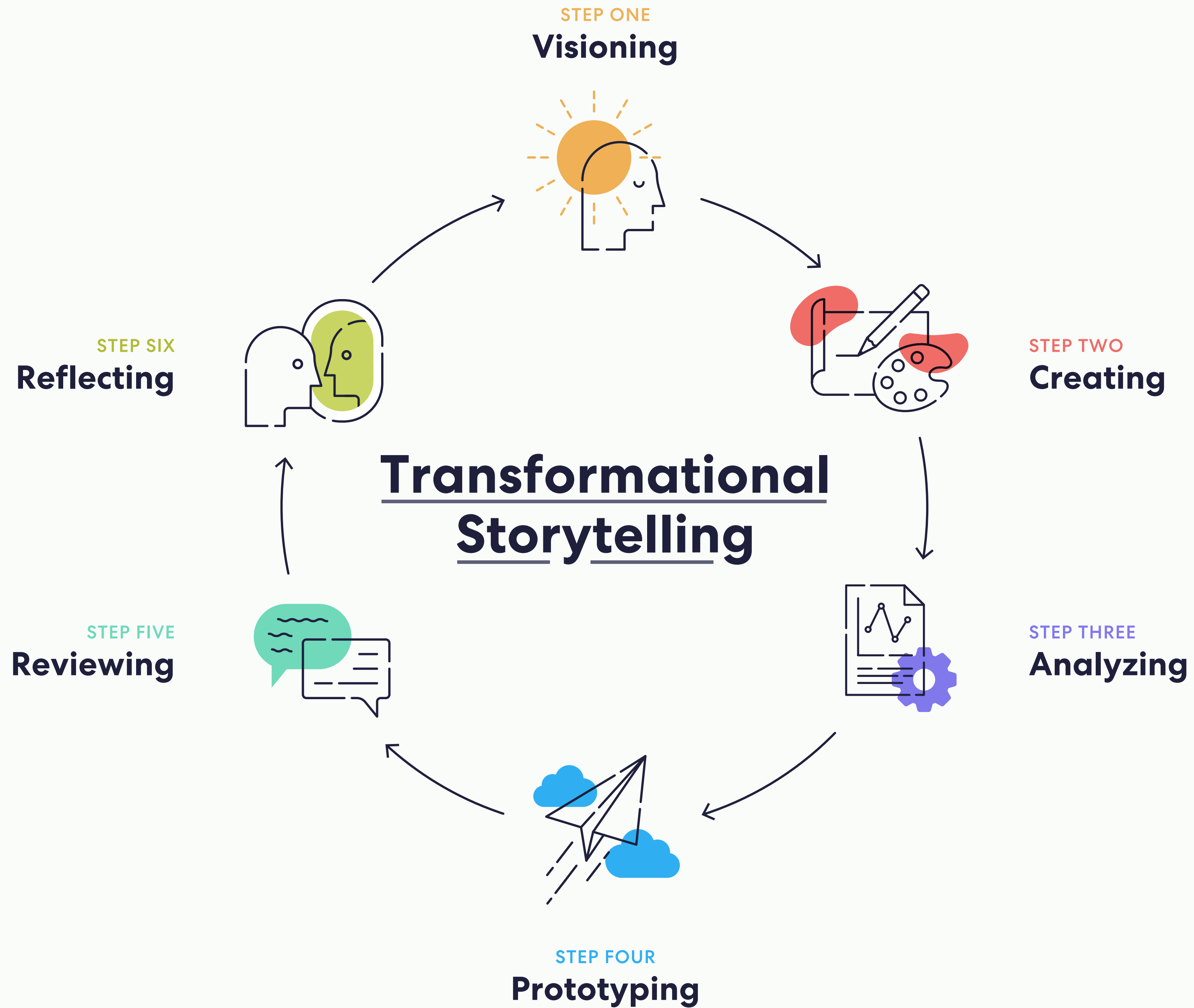
42 Dresses You Can Get On Amazon That People Actually Swear By



46 Things That Made Me Say, "Why Don't I Own That Already?"



Can We Guess If You Shower At Night Or In The Morning Based On How You Design A Bathroom?



What? So What? Now What?



3. Close & Next Steps

Questions for Today

1. What's changing inside of our audiences?
2. What are the building blocks of storytelling?
3. What is the design process that storytellers follow?
4. How can you apply and integrate these ideas?

The Six Building Blocks of Storytelling

Transformational Stories

Motivational Stories

Vision Stories

Framing Stories

Credibility Stories

Connection Stories

What questions do storytellers ask?

Facts

- What does my audience need to know?
- When should I tell them?

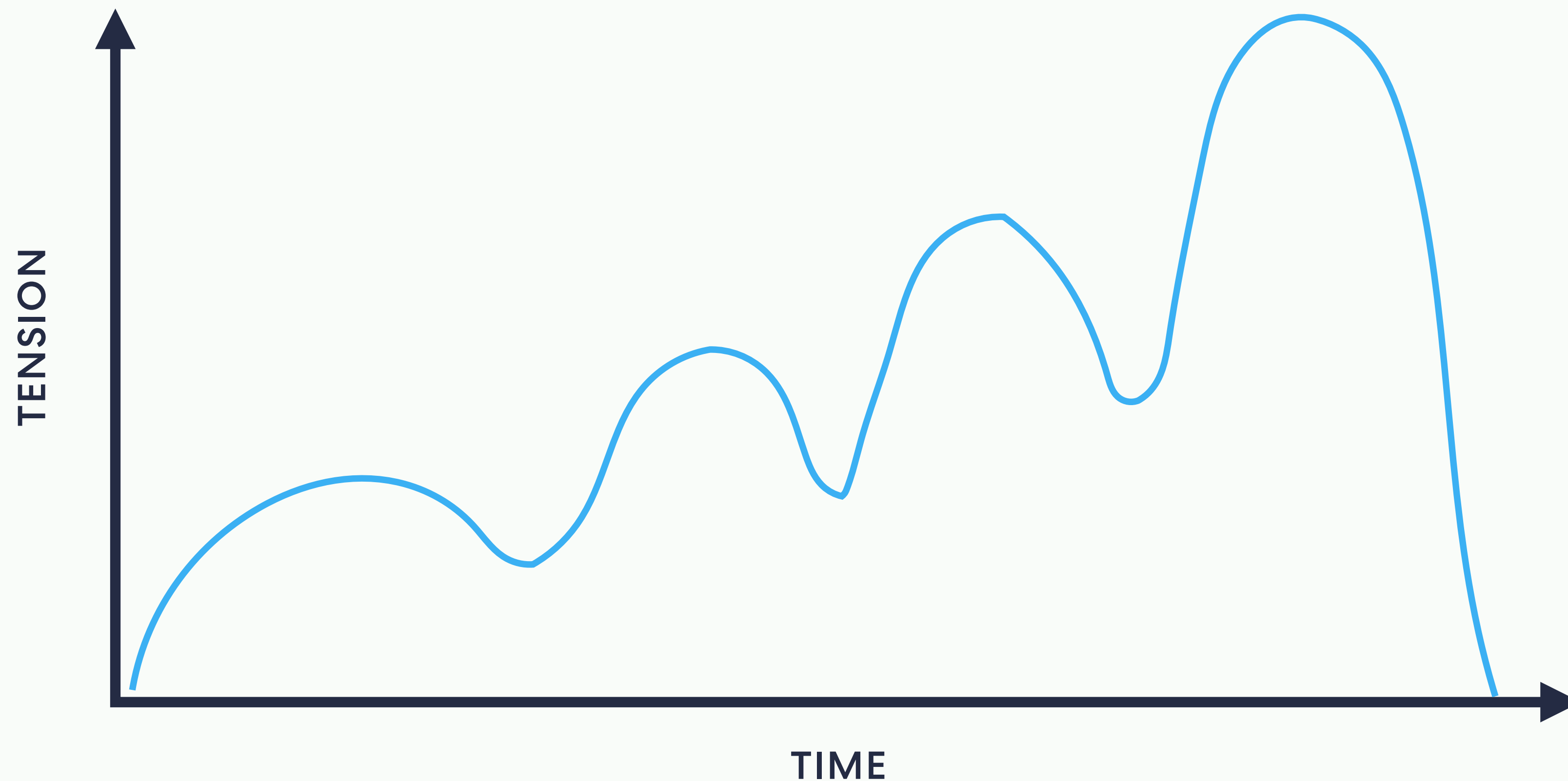
Characters

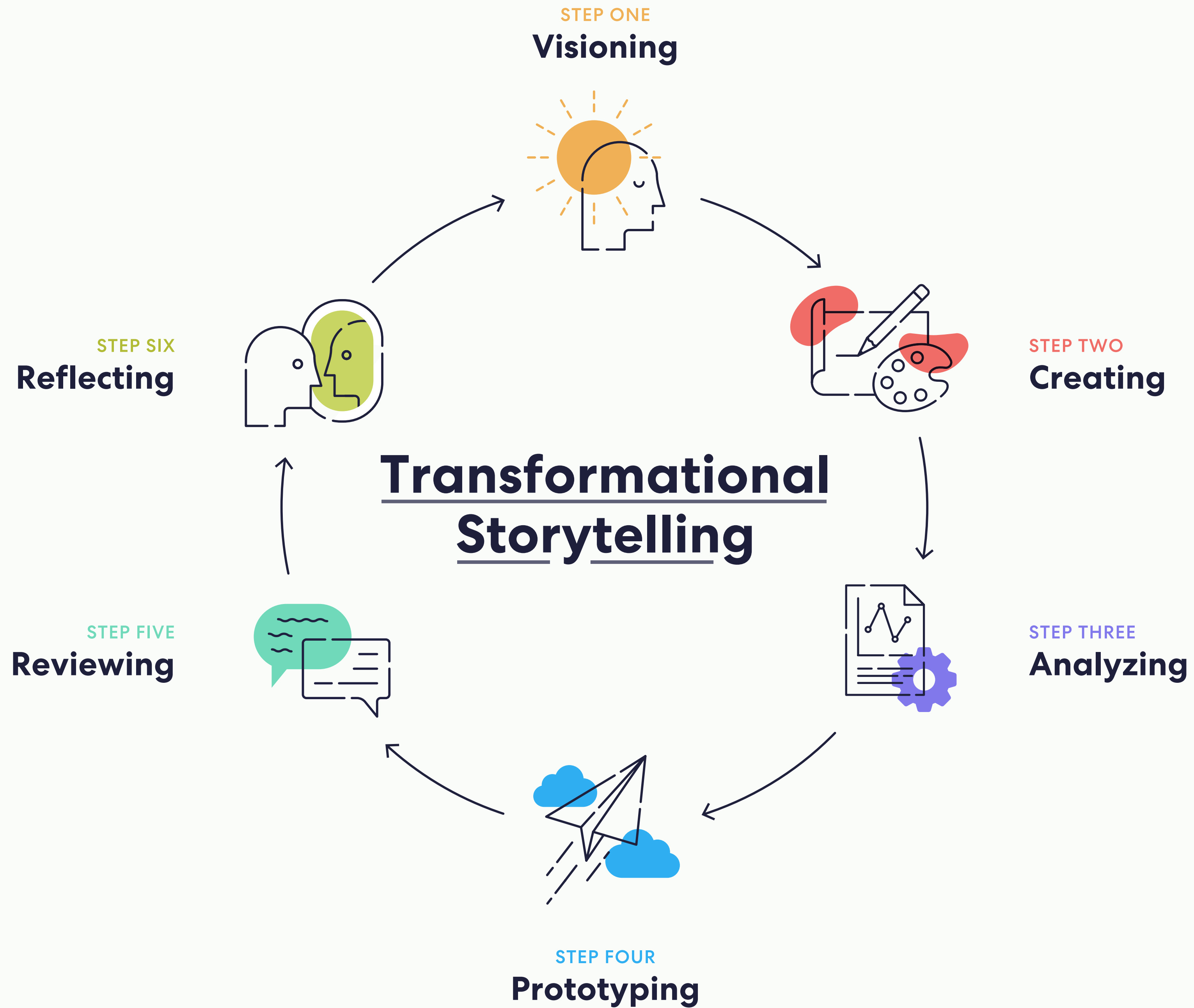
- Who is my story about?
- Why should my audience care about them?

Themes

- What makes my message relatable?
- How deep can it get?

Stories are built from waves of emotional tension & release.





Questions?



Story is a verb.

Get These Slides & More Storytelling Resources

Text Story Guide
to 345345

JORDANBOWER.COM

