

STORYSELLING

MCIVER COMMUNICATIONS

SELLING THE POWER OF STORY



AGENCIES ARE STORYTELLERS

- ▶ Clients usually aren't—that's why they need you
- ▶ What's valuable to clients about stories?



WHAT IS GREAT ABOUT STORIES?

WHAT IS GREAT ABOUT STORIES?

- ▶ Stories are sticky
- ▶ Our lives are made of stories
- ▶ Stories are the yardstick of civilization
- ▶ Stories connect the head, heart and gut

WHAT IS GREAT ABOUT STORIES?

- ▶ Stories are the yardstick of civilization
 - ▶ Who was QEI chief economic advisor?
 - ▶ Who was her chief playwright?

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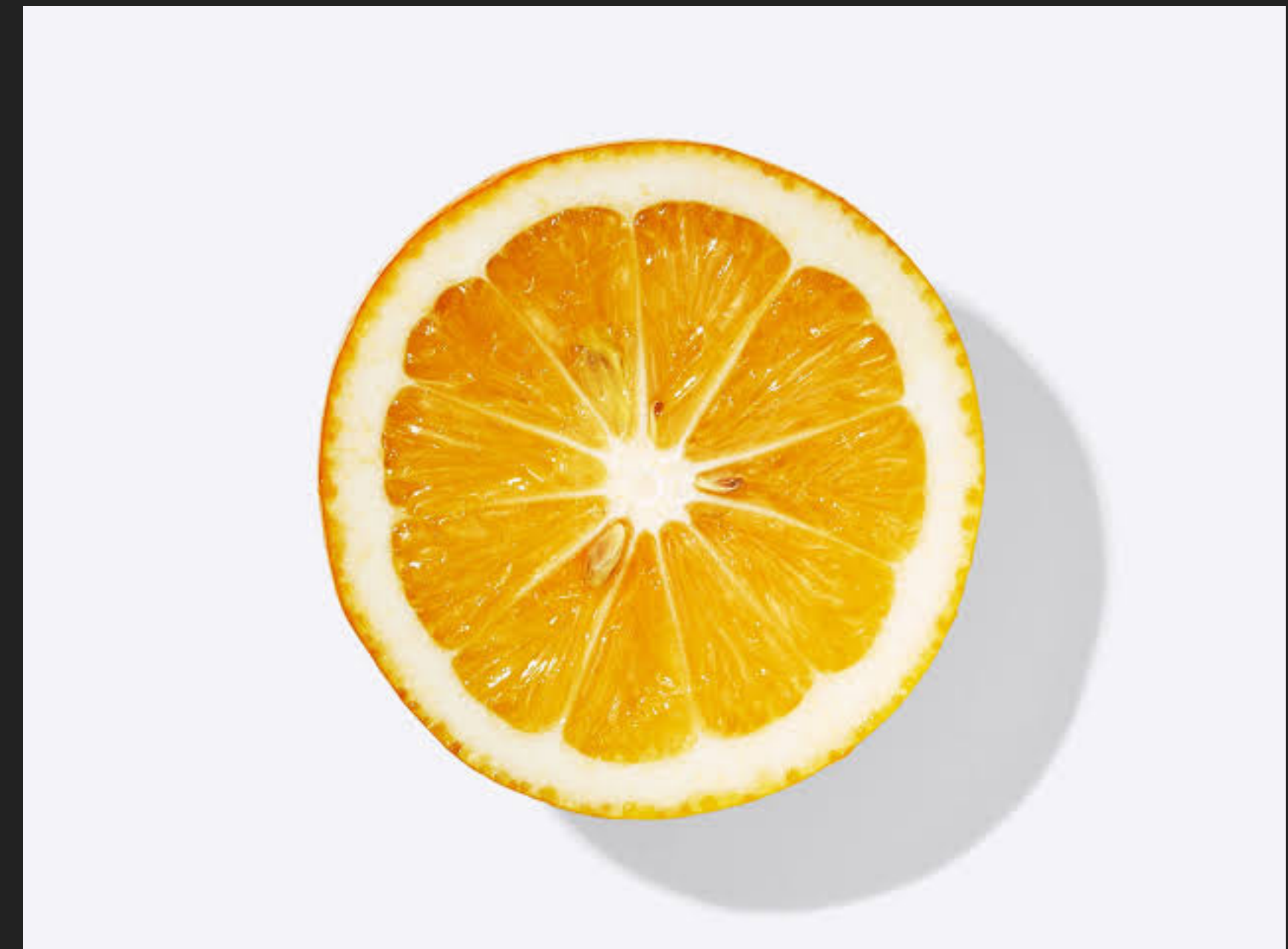




WHAT IS GREAT ABOUT STORIES?

- ▶ Stories are sticky

STORYTELLING IS THE ORIGINAL VR



WHAT IS GREAT ABOUT STORIES?

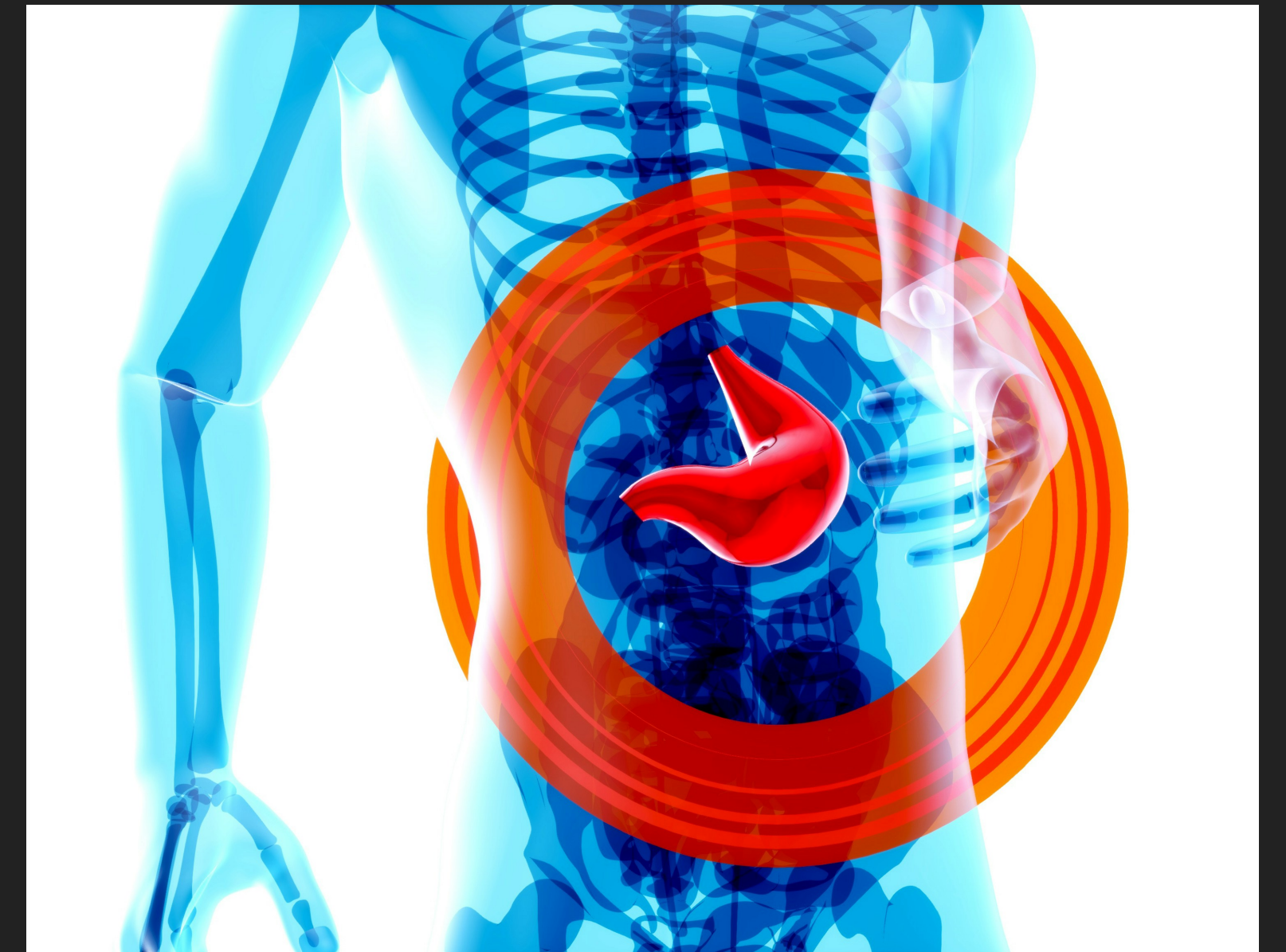
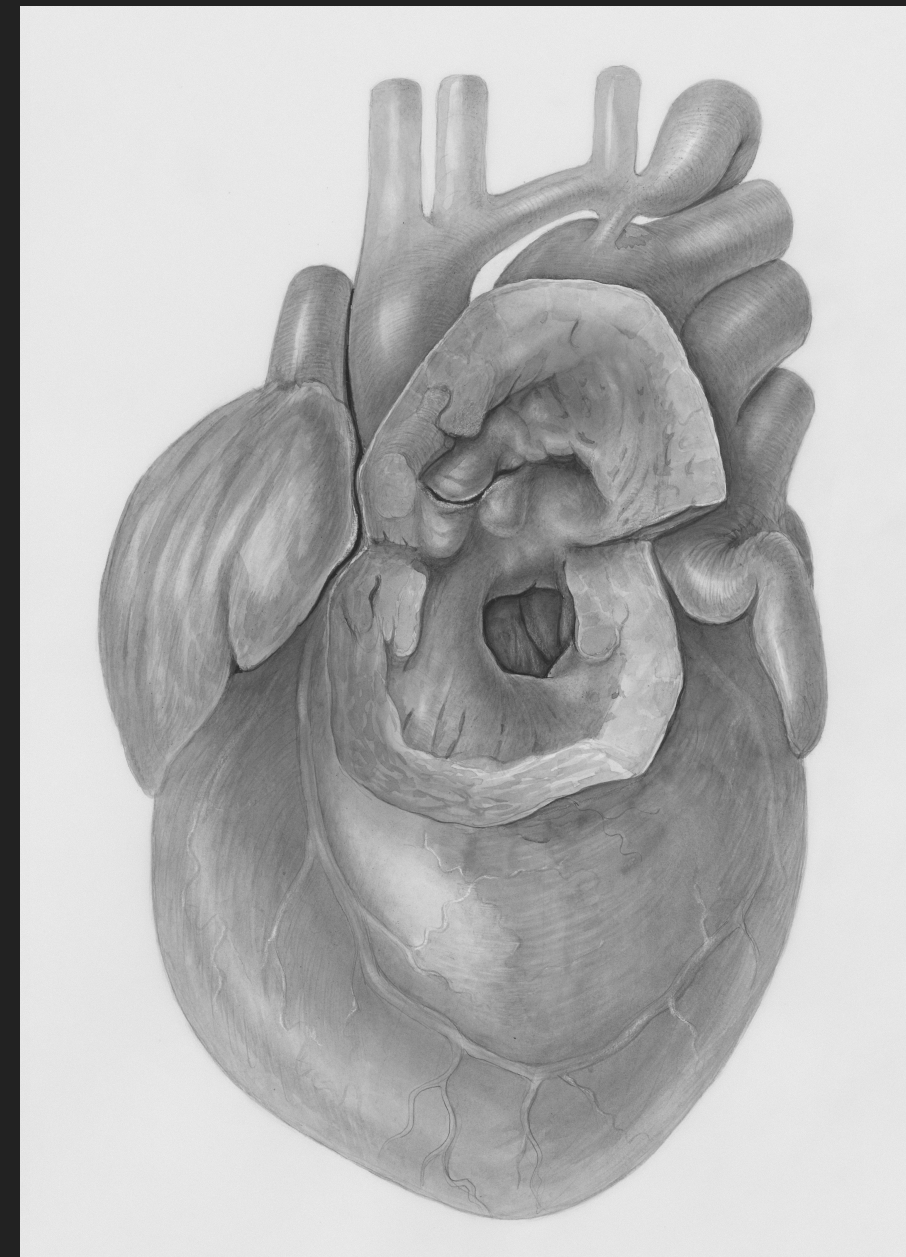
- ▶ Stories connect the head, heart and gut

DON'T LEAVE INFLUENCE ON THE TABLE!



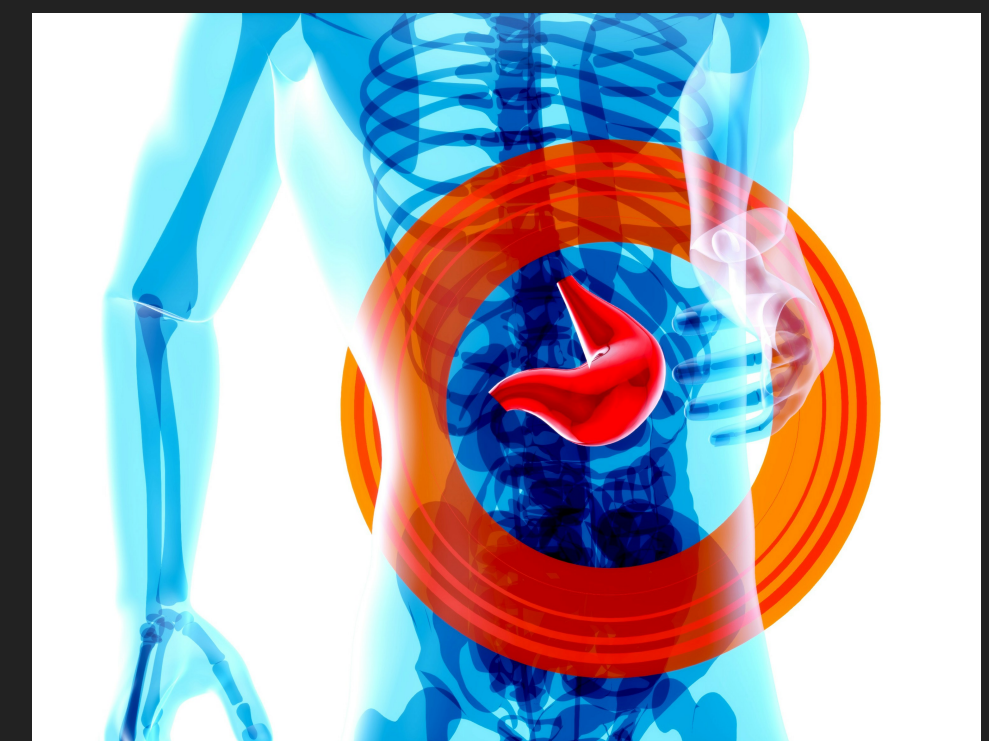
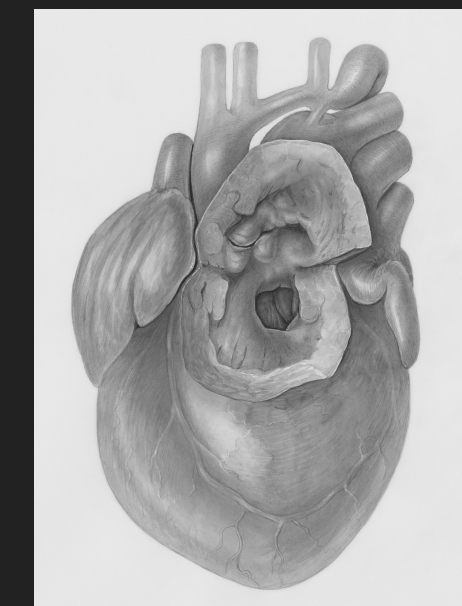
HOW DO WE MAKE DECISION?

THREE LEVELS OF DECISION MAKING



BIOLOGY OF STORIES—HEAD/HEART/GUT

- ▶ Three centers of decision making
 - ▶ Head—analytical
 - ▶ Heart—emotional
 - ▶ Gut—intuitive
- ▶ Biological basis for decisions
- ▶ Strongest communications align all three



HEAD/HEART/GUT—HEAD

- ▶ Analytical/Cognitives: Intellectual, numbers
 - ▶ The center most business appeals to
- ▶ *Does this make dollars? Does this make sense?*
- ▶ Brain and Central Nervous System
 - ▶ Not the only brain!



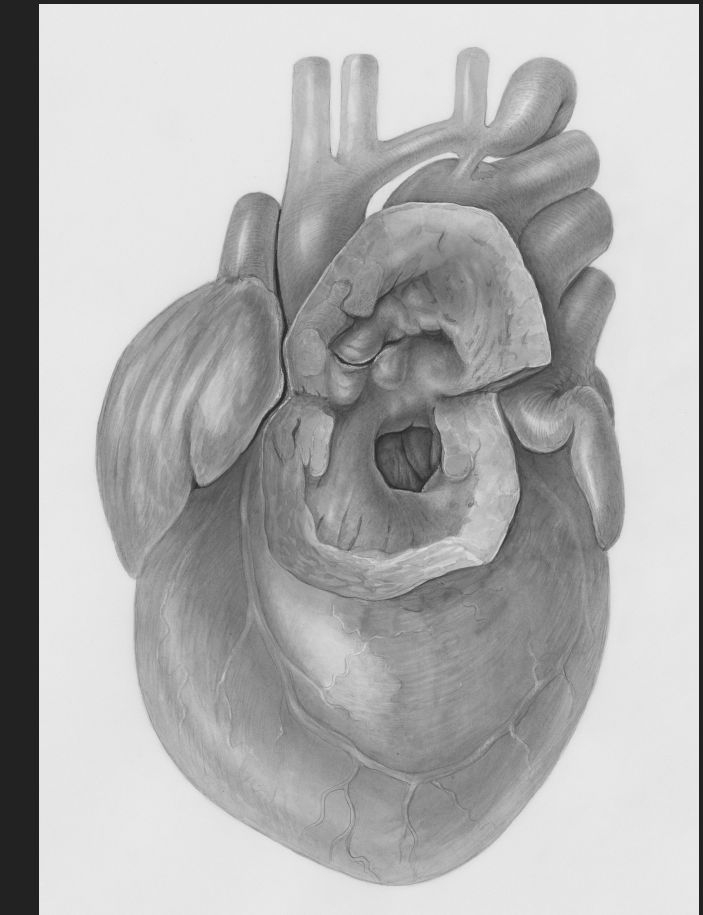
HEAD/HEART/GUT—HEAD

- ▶ Most Business gets this
- ▶ Most audience hang on to this the least



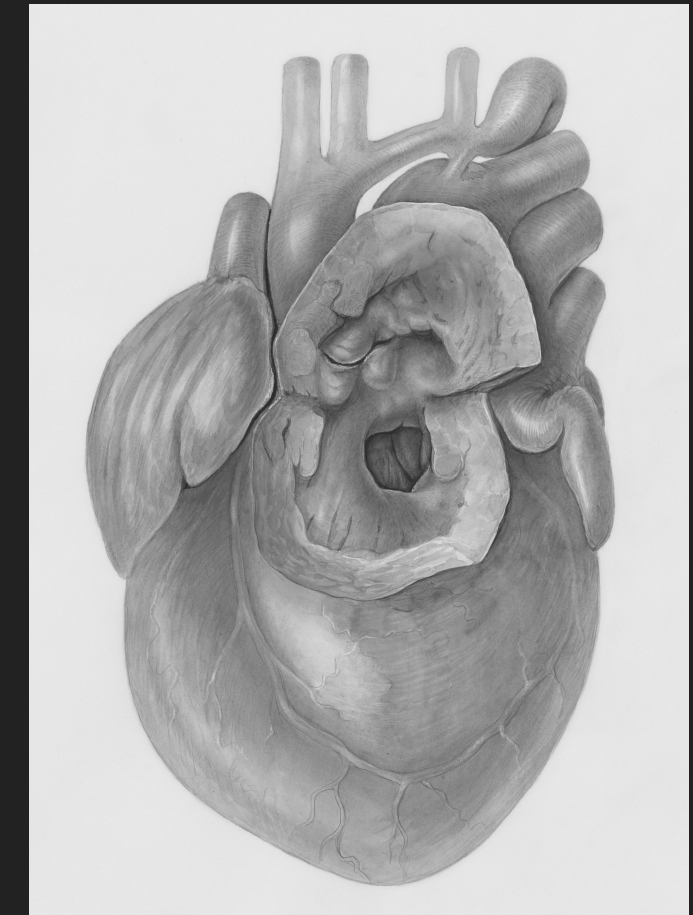
HEAD/HEART/GUT—HEART

- ▶ Emotional/affective: Emotions, connection, social
- ▶ *How does this feel? How will others feel?*
- ▶ Intrinsic Cardiac Network
 - ▶ Neural system that radiates through the heart
 - ▶ Connects to the brain, has effects on affect



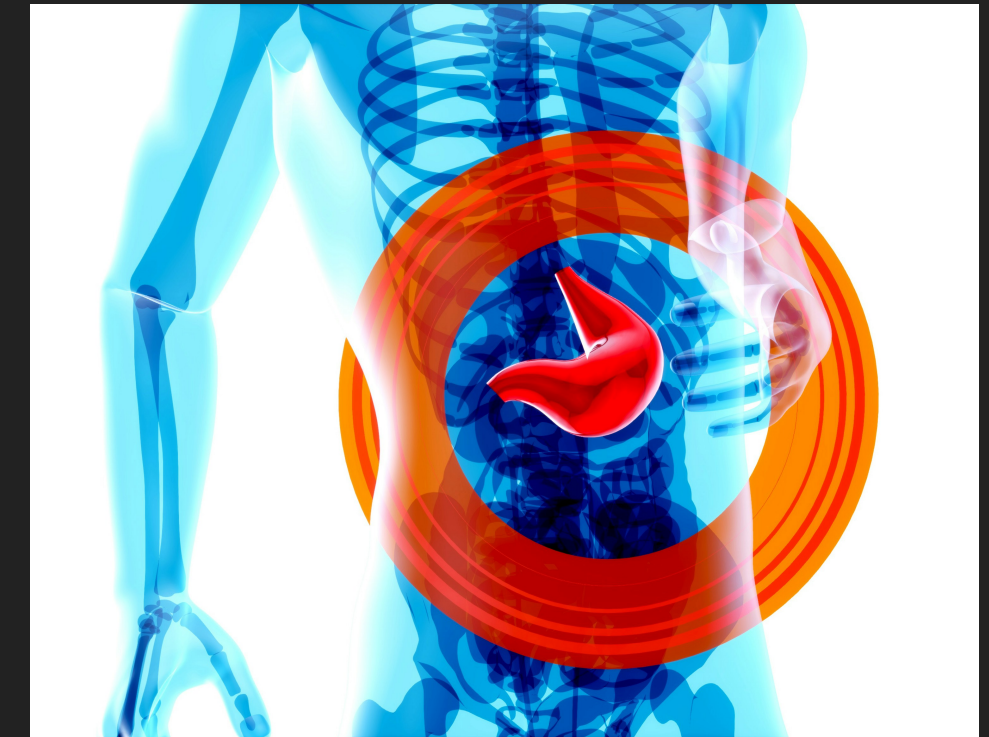
HEAD/HEART/GUT—HEART

- ▶ Emotion is impression
- ▶ How stories get sticky



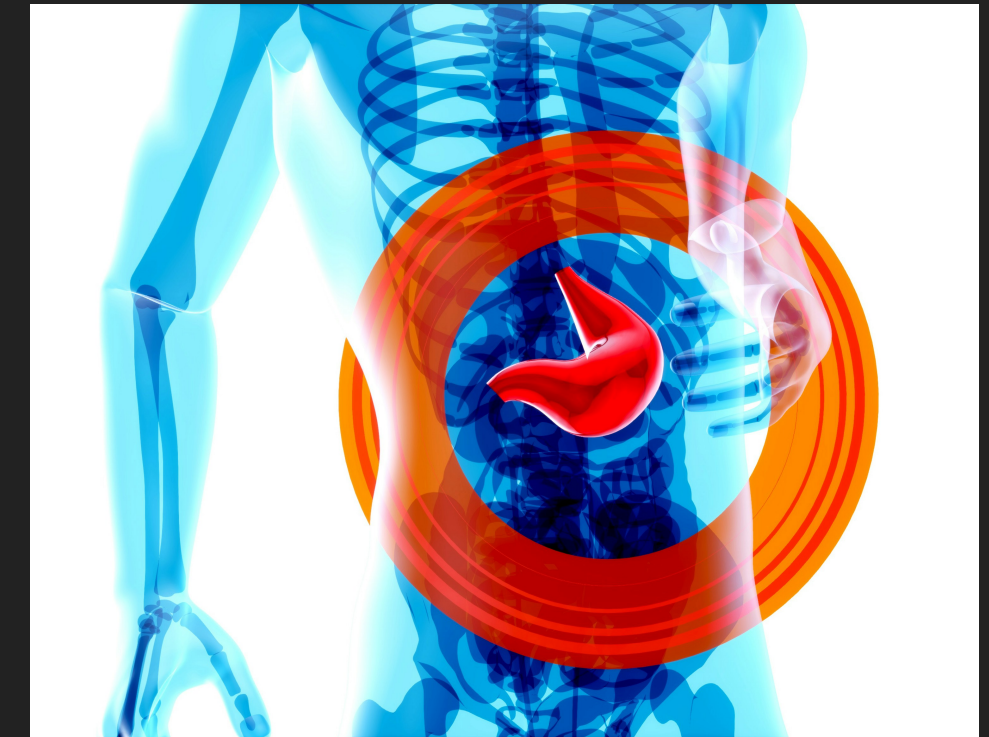
HEAD/HEART/GUT—GUT

- ▶ Identity, intuition, instinct
- ▶ *Is this right (gut feeling)?*
- ▶ Enteric Nervous System
 - ▶ Neural network in the gut
 - ▶ We make decisions based on Gut



HEAD/HEART/GUT—GUT

- ▶ VALUES
- ▶ IDENTITY
- ▶ ACTION





WHAT MAKES A STORY?

- ▶ Two versions

TELL ME A STORY





WHAT MAKES A STORY?

STORIES BEGIN AND END IN THE SAME PLACE



WHO IS YOUR AUDIENCE?





AUDIENCE

- ▶ Story starts and ends in the same place--with the audience

AUDIENCE

- ▶ Your audience—the client
- ▶ The client's audience—customers

AUDIENCE

- ▶ All audiences want you to be great
- ▶ Many audiences want you to make them the hero



WHAT ARE THE PARTS OF A STORY?

- ▶ Audience
- ▶ Setting
- ▶ Character
- ▶ Want
- ▶ Obstacle

WHAT ARE THE PARTS OF A STORY?

▶ SETTING

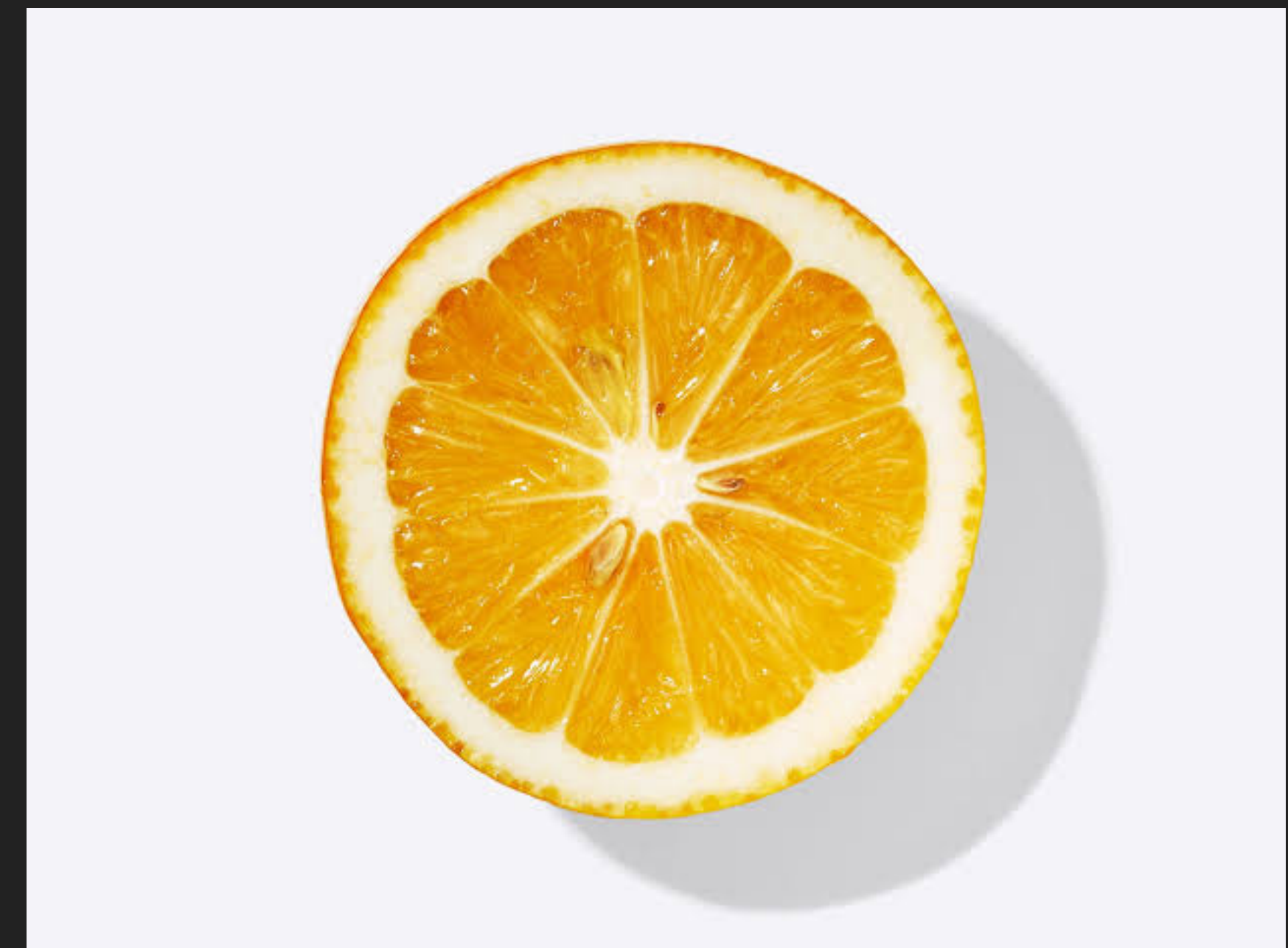
- ▶ Where are we?
- ▶ What threats are in the environment?
- ▶ What help is in the environment?



WHAT ARE THE PARTS OF A STORY?

▶ SETTING

- ▶ The world we are in
- ▶ The more specific, the more powerful
- ▶ Understand what is around them



WHAT ARE THE PARTS OF A STORY?

- ▶ Audience
- ▶ Setting
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- ▶ Want
- ▶ Obstacle

WHAT ARE THE PARTS OF A STORY?

- ▶ Character
 - ▶ Who is the main character of your story?
 - ▶ What are their circumstances?
 - ▶ What is important to them?

WHAT ARE THE PARTS OF A STORY?

- ▶ Character
 - ▶ The audience can be the main character! (Obvs)
 - ▶ Or aspirational or relatable

SOMEONE WANTS SOMETHING



WHAT ARE THE PARTS OF A STORY?

▶ Want

- ▶ What does the character want? Drives all action
- ▶ Why is it important?
- ▶ What do they have to do to get it?
- ▶ What happens when they get it?

WHAT ARE THE PARTS OF A STORY?

- ▶ Want
 - ▶ Client wants to be a hero
 - ▶ Audience wants their problems solved
 - ▶ How does it feel? Empathy
 - ▶ What's the real problem? Understanding

WHAT ARE THE PARTS OF A STORY?

- ▶ Audience
- ▶ Setting
- ▶ Character
- ▶ Want
- ▶ Obstacle

WHAT ARE THE PARTS OF A STORY?

- ▶ Obstacle
 - ▶ What is stopping the character from getting what they want?
 - ▶ Is there an enemy to defeat?
 - ▶ Do we need allies to succeed?

WHAT ARE THE PARTS OF A STORY?

- ▶ Obstacle
 - ▶ Can be business challenge
 - ▶ Can be barrier to purchase
 - ▶

WHAT ARE THE PARTS OF A STORY?

- ▶ Setting
- ▶ Character
- ▶ Want
- ▶ Obstacle
 - ▶ Enemies
 - ▶ Allies

SOMEONE WANTS SOMETHING



HOW CAN WE USE STORIES IN BUSINESS

- ▶ **External**—connect to outside audiences
- ▶ **Internal**—tell us about us (me about me)
- ▶ **Future**—a story about where we can go (strategic plan)

MCIVER COMMUNICATIONS

- ▶ **30 years experience telling creating change through stories**
 - ▶ Acting, directing, and writing
 - ▶ Teaching and tutoring
 - ▶ Building organizations
- ▶ How we can help
 - ▶ ***Communications***—our story to the world
 - ▶ ***Strategy***—our story of the future
 - ▶ ***Culture***—our story to ourselves
 - ▶ ***Training***—presentation and communication

SOMEONE WANTS SOMETHING



QUESTIONS?



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