INTRO: WHAT CAN STORIES DO FOR YOU?
Stories—real stories—have unequaled power to move people.
- Break down walls and build trust
- Sell products or services to customers
- Lead employees and align them around a strategy
- Rally and motivate teams
- Perform better at networking events, ace a job interview, earn a raise and more

THE POWER OF STORIES
The nature and nurture arguments behind why stories work.
- We’re raised on stories
- Our brains are hardwired for them
- Stories stick
- Stories ...
  - Tap into emotion (people do not respond to facts and reason)
  - Put a face on issues (nobody cares about process; they care about people)
  - Connect us (cultural touchstones bring people together)
  - Humanize us (corporations are people)
  - Raise the stakes (appeal to universal, shared values)

STORY STRUCTURE
What goes into a story?
- If you don’t structure it right, you’ll diminish your impact. A story is:
  - A Character ...
  - In pursuit of a Goal
  - In the face of some Challenge or Obstacle
  - How they deal with that challenge is where the human interest lies
- Examples from business and popular culture

STORIES AT WORK
Applying the structure.
- Know, Feel, Do
- Align a team
- Humanize a leader
- Deal with change
- Put a face on an issue

KEEP IT FOCUSED
Just as important as what goes INTO a great story is what you leave OUT.
- Less is more
- Have a point AND stick to it
- Focus on one main character
- Reduce proper names, numbers and dates

CONCLUSION: STAND UP, STAND OUT
Our stories are what set us apart.
- Put energy and passion behind your words
- Be original
- Always be looking for stories in unexpected places
- Get personal
- Don’t let fear hold you back
RESOURCES
For more information:
- *Story*, the screenwriter’s bible, by Robert McKee
- Anything by Malcolm Gladwell
- *The Secret Structure of Great Talks*, TED Talk by Nancy Duarte
- *The Clues to a Great Story*, TED Talk by Andrew Stanton of Pixar
- 40+ storytelling posts on my blog

CONNECT
Email: Rob@RobBiesenbach.com
Website: RobBiesenbach.com
Twitter: RobBiesenbach

SIGN UP FOR MONTHLY UPDATES

Rob’s Top Communication Tips

Subscribe to my monthly email for regular tips and links to help you become a more skilled, confident communicator.

You’ll also get my free guide: *7 Fatal Presentation Errors and How to Avoid Them*. Sign up at RobBiesenbach.com.

ALSO BY ROB BIESENBACH

11 Deadly Presentation Sins

*11 Deadly Presentation Sins* offers a path to redemption for public speakers, PowerPoint users and anyone who has to get up and speak in front of an audience.

Published in 2014 and available at:

Amazon, Barnes & Noble, Kobo, iBooks.

11DeadlyPresentationSins.com