

Storytelling

↳ Elements

↳ Narratives

↳ Ethos, Logos & Pathos in Persuasion.

Introduction

↳ Recall - Story deep impact on
→ 2 mins → share or

⇒ (22 times more memorable
than facts alone)
(Jennifer Aaker)

⇒ Engaging

⇒ Instill Emotions & Drive action.

⇒ Universal Resonance

⇒ Provide Relevance & Context

⇒ Better Recall

⇒ Stories put whole brain to work.

→ Facts & Fig → Activated 2 regions of work

Stories → 7 regions.

VIDEO

E-Bay ⇒ Globe Paperweight Cost = ?

→ Contextual

→ You cannot be HERO of your story.

→

storytelling renders the moral redundant & subjective.

↳ Art of Reduction

↳ When to start & Stop.

2) Food Preference
4) Keywords

} Connect.

* Raw Nerve → Touching topics
↳ Audience dependent.
↳ Few universal topics as well

Commonality → Touching a Raw Nerve
Connection → Deeper & Long lasting

* Master Storyteller

→ Check Emotional temp. of the room.

→ Moral impact.

→ Rehearse

6 Cs of Business Storytelling

1) Context

date, time
locⁿ, Backgnd

- Date, Time, Locⁿ
- Ambience, Backgnd,
- Creates the Hook

- Connect
- Confidence
- Communication
- Climax

2) Characters

- Physical attributes
- Unique attributes
- Details about the character
 - ↳ Help connect & visualize
 - ↳ Relate directly.

- Conclusion
- Context
- Comprehensive
- Conflict

3) Chain of Events

- ↳ Chronology of events
- So that everyone is on same page.

- Helps narrators to move with

4) Catch

- ⇒ What next?
- ⇒ Unexpected story

(5) CHANGE → Consequences of Event.

(6) Case in point
↳ Relevance in the story,
the pt you are trying to
validate.

- 1) Context
- 2) Character
- 3) Chain of Events
- 4) Catch
- 5) Change
- 6) Case in point
⇒ Conviction.

Topic ⇒

~~Redu~~
Persuasion is an art.

Ethos = Credibility

→ Fair

→ Structure

PATHOS → Emotional values belief

→ Crafting your speech

LOGOS → Reasoning

→ Strong Logical flow.

→ Ex → Data points.

Tools for Storytelling

- Context Specific

(Comparison)

- ① Metaphor → Comparison
↳ Unexpected.
- ② Analogy → Inference / Hypothesis
- ③ Benchmarking → Australia & China Ex
- ④ Self Deprecation.
- ⑤ Paradox / Irony
- ⑥ Contrast → Surprise
- ⑦

CEO → Can you recall your failure & how you overcome it?

Different kinds of stories ready.