



KFE
KFE
Karen Friedman
ENTERPRISES
CREATING COMPELLING COMMUNICATORS

**BUSINESS
STORYTELLING**

**Earning a Seat at the
Table**






WHAT WE REMEMBER

3 hours later:

Tell: 70%

Show: 70%

Show/Tell: 85%




WHAT WE REMEMBER

3 days later:

Tell: 10%

Show: 20%


Show/Tell: 55%



Telling a story



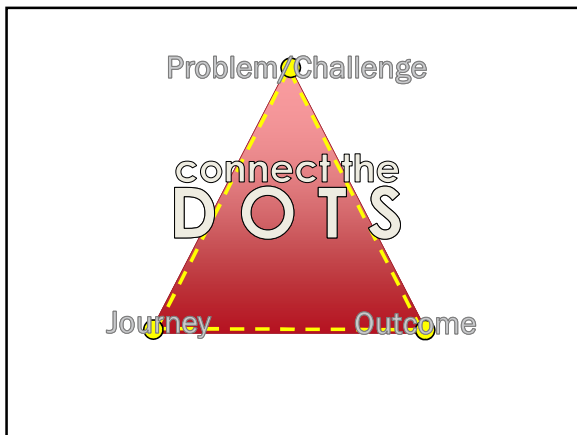
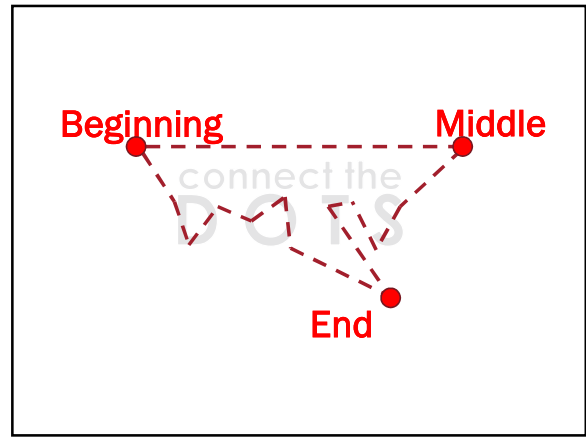
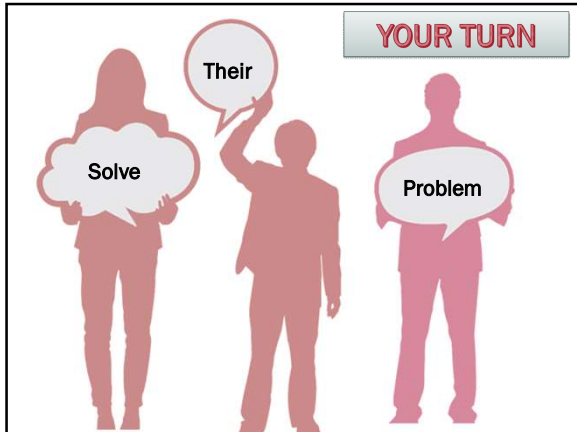
Research shows people are more likely to donate to a cause after hearing an impactful story



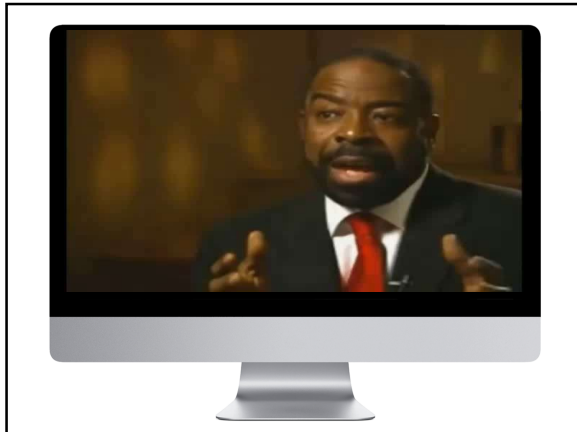
MESSAGE

AUDIENCE


PROBLEM



CONNECT THE DOTS	
	Beginning: Problem --Life as we know it. Issue. Problem. Challenge. As a result, fell short of Q3 goals.
	Middle: Journey --Struggle. What needs to change. Feelings, won't be easy. Must be better way. AH-HA. MOMENT OF INSIGHT. CHANGE OF THOUGHT
	End: Outcome --Result. Change. Outcome. Better.



QUESTIONS



- ? What was his problem/challenge?
- ? During experience/struggle, how did he feel?
- ? Aha-ha moment. Insight.
- ? What changed? Result? Outcome?

YOUR TURN: CONNECT THE DOTS

1. Break into small groups
2. ID audience and message
3. Write story. Use worksheet
4. **AHA MOMENT:** Change. Outcomes. Perspective
5. Share with partner. Switch roles.



Moving others to action

The listener will turn your story into their own ideas and actions



LEADERSHIP PRESENCE



Executive Presence

Managers often say to me,

“ he/she is good at what they do but they lack executive presence ”

