Storytelling in Business

Outline of our skills development workshops

October 2012
‘Storytelling is a fundamental skill of management.’

The Financial Times
Introduction to storytelling

- Businesses are recognising the importance of using storytelling techniques in communicating critical customer insights

- Stories tap into decision-makers’ emotions, help them better engage with a presentation, aid their comprehension and ultimately lead to more informed evidence based decision-making

- Customer insight teams must be equipped with the skills, techniques and confidence needed to use storytelling techniques in synthesising evidence and communicating to key stakeholders
The power of storytelling

Stories capture the imagination, give context to complex data and persist across generations. This is their power.

- In the cradle of western civilisation the ancient Greeks first analysed the concepts of ethics, honour, love and retribution, but what we remember is the story of Troy

- In the age of intellectual enlightenment Isaac Newton calculated the fundamental mechanics of gravity and the movements of the planets, but what we remember is the story of the apple

- In the 20th century the space race was an outcome of tense international relations, powerful economic forces and the pressures of the military-industrial complex, but we remember the story of Armstrong’s first step
The benefits of storytelling

Stories...

... tap into our emotions

... help us join up the evidence and communicate the big picture

... make messages stick: they help people remember what they've been told

... involve the audience and allow us to interact with them

... entertain and surprise and allow presenters to be motivational

... allow us to cut through complexity

... help us connect up our emotions and analytical thinking

... help us look forward not backwards

... improve the presenter’s confidence and control

... help us frame the decision choices for our audience
DVL Smith’s storytelling experience

• DVL Smith designs and delivers face-to-face and online training courses on all aspects of the marketing research process

• We have a wealth of experience running in-house story-telling training for companies in Europe, North America, South America, South Africa, Asia Pacific and Australia

• In the last year we have run successful workshops and training programmes for Pepsi-Cola, eBay, Barclays, Lilley, Nestlé, Phillips, Energizer and SABMiller

"DVL Smith’s storytelling training, particularly their focus on themes and structures, provides a great foundation of the ‘how-to’s’ for great storytelling"

Group Insight Manager Pepsico UK

“Everyone found the session extremely practical and came away with lots of great ideas for structuring evidence into a story and make out presentations so much stronger.”

Head of Research, eBay Europe
The principles of our storytelling approach

- Think like a storyteller. . .
- Learn how to structure your story. . .
- Practice your delivery using stories that ‘stick’

‘What is in greatest demand today isn't analysis but synthesis, seeing the big picture and crossing boundaries, being able to combine disparate pieces of evidence into an arresting whole – gone is the age of left brain dominance. The future belongs to storytellers, creative and empathetic ‘right brain’ thinkers.’

Daniel Pink, ‘A Whole New Mind’
Introducing our workshops
### Foundation Course

A full-day interactive workshop for groups of 5-20 staff.

This session is aimed at individuals with modest experience (and those in need of a refresher) of converting a business presentation into an engaging Storytelling format that can be delivered with impact.

### Advanced Workshop

For individuals who want to take their story-telling skills to the next level.

This session provides range of creative ideas that help build confidence in delivering presentations that help frame the choices for the decision-maker.

### Business Leader Workshop

One-to-one sessions, or small group workshops, for experienced business directors who communicate effectively to drive key strategic messages throughout their organisations. These sessions are designed around specific business challenges.
Four storytelling pillars are the basis for all of our workshops

1. Preparation
   - Audience
   - Purpose
   - Data

2. The Message
   - How crystallise
   - The stakes
   - Your perspective

3. The Story
   - Theme
   - Structure & Substructure
   - Storyline

4. The Delivery
   - Slides
   - Storytelling
   - Presentation
The one day Foundation Course will cover:

- Overcoming any resistance to storytelling
- Preparing your story – know your audience, be clear on your purpose, and know your data
- Developing a message, theme, structure and substructures
- Developing supporting visuals
- Making sure the story flows and tells a story

MESSAGE:
What the audience would say after the presentation if asked what was it about

THEME:
What theme will frame your message

STRUCTURE:
Determine the most elegant structure to drive your theme

SUB-STRUCTURES:
Select the most effective substructures to unfold the detail of your story
Reinforcing the storyline with powerful visuals

The ‘Rule of Three’ combines three powerful elements to help you improve the quality of the visuals used to support effective storytelling.

1. Attacking titles
2. Metaphorical images
3. ‘Killer’ data
Throughout the Foundation Course there will be numerous opportunities for the audience to engage in an interactive way:

— We will have **mini-assignments** on how to choose a theme, structure and sub-structure.

— Numerous **practical examples** of storytelling in action.

— Many **tips and tricks** on how to develop a storyline.
Deliverables from the foundation course include:

- PowerPoint deck of the Foundation Course
- The 100 page ‘DVL Smith Handbook’ of storytelling frameworks and tips
- Follow up summary of key points of the interactive assignments
- Reading list of the key storytelling literature

We also offer an optional e-coaching follow-up
Advanced Workshop: overall approach

- The backbone of the workshop will be drawing on the content of the Foundation Course.
- The Advanced Course will go beyond the interactive foundation approach and adopt an ‘experiential’ style.
- While this workshop will focus on delivering a message with a compelling theme, supported by a structure and substructures, in the Advanced Course we will:
  - Explain how to deal with more complex storytelling scenarios.
  - Focus on dealing with senior audiences.
  - Highlight the role of using personal storytelling points during presentations.
The approach to the Advanced Workshop will follow an **experiential** learning model:

- **Step One:** Share storytelling **experiences**.
- **Step Two:** Reflect on these experiences and current practices.
- **Step Three:** Identify storytelling principles and **concepts** that emerge from this reflection and locate these emerging concepts into the DVL Smith storytelling **frameworks**.
- **Step Four:** Identify the precise way these new learnings can be **applied** in practice.

“*The skill of writing (presenting) is to create a context within which other people can think.*”

Edwin Schlossberg
We will...

- Identify a specific project for “next week” on which new storytelling principles can be applied.
- Discuss how to identify the optimum theme to ‘carry’ the key message of the story.
- Look in close detail at how structures work in storytelling.
- Stress the importance of tapping into the *heuristics* your audience uses to make intuitive sense of the world.
- Explore the concept of incorporating ‘Personal Storytelling Points’ into a presentation.
• There are critical points of difference about the Business Leader Workshop:

  — We realise that business leaders’ stories will *not* always be data-based

  — The audiences will be extremely varied in their nature

  — It is vital that the stories are motivational and delivered with confidence

• The focus of the Business Leader session will be on coaching small teams of business leaders around communications issues that are on their own *personal storytelling agendas.*

“Sure it’s a big job, but I don’t know anyone who can do it better than I can.”

JF Kennedy
We work with individual business leaders (or very small teams) on a coaching basis. The process is:

- **Step One**: Identify *live* business communications challenges that need addressing.

- **Step Two**: Interactive dialogue – drawing on DVL Smith’s frameworks for storytelling in business – to create a bespoke story solution.

- **Step Three**: Knowing how to ‘work the room’ and use storytelling techniques to engage the audience.

- **Step Four**: The creation of a personalised storytelling blueprint that can serve as an *aide-memoire* for future business storytelling assignments.
In summary
Our workshops are bespoke and interactive

We tailor workshops to your needs

• Each workshop incorporates tried and tested tools and frameworks ... but ... there is scope for each workshop to be tailored to your organisation’s context and requirements.

Support materials

• All participants have access to the presentation slides and interactive assignments.

• Each workshop is further supported by an easy-to-read best practice guide for ongoing reference.

E-coaching

• With each workshop DVL Smith provides some e-coaching follow-up as part of our fee. Additional e-coaching support can be negotiated.
Our workshops are designed to be engaging and impactful

- We believe in running high energy, interactive workshops that engage time-urgent professionals
- Our formula for keeping the workshop at a high pace is to use a two to three person team to deliver key content in a highly interactive way using a range of techniques for involving the audience
- We recently ran a highly regarded session in London for the Association of Users of Research Agencies (AURA) – a representative sample of the feedback is shown below...

“Best part of the day. Excellent presentation and tips given by a charismatic presenter.”

“Very inspiring presenter and presentation. Interesting tools and techniques”

“Really interesting session. Found both presenters' thoughts interesting”

“Excellent. Learned new stuff. Inspiring!”

“Great! Lots to learn and done in a fun way”

“Very useful content delivered well”

“Very engaging. Very practical”
The DVL Smith skills development division is headed by Jen Del Carlo and Dr David Smith – they are supported by a team of DVL Smith Capability Development Directors.

Jen Del Carlo has over 16 years’ experience as a marketing strategy consultant and trainer, working to help her clients find and use customer insights. Formerly an associate partner with M2C, Monitor Company’s marketing strategy practice, Jen also led Bain & Company's Client Development group. Jen has created and delivered award winning capability building programmes for a number of her clients – ranging from brown bag lunch sessions to five day courses to online interactive programmes. She has a Bachelor of Commerce (Honours) from Queen's University in Canada.

Dr David Smith has over 25 years' marketing intelligence experience and holds a PhD in Organisational Psychology from the University of London. He is a Professor at the University of Hertfordshire Business School. He is a Fellow, and former Chairman, of the Market Research Society, a Fellow of the Chartered Institute of Marketing, and is also a Fellow of the Institute of Consultants. David has won Best Paper Awards from the Market Research Society and ESOMAR, and is also a holder of the MRS's Silver Medal. In 2007 David was awarded ESOMAR's prestigious John Downham Award for Excellence in Market Intelligence. He is the author of Inside Information - Making Sense of Marketing Data and The Art & Science of Interpreting Market Research Evidence.
Why select DVL Smith as your training partner?

• DVL Smith has delivered programmes for a wide range of organisations including Barclays, Dow, eBay, Energizer, HBOS, Mars Foods, PepsiCo, Philips, SABMiller, Swarovski and many others.

• DVL Smith has over 25 years’ experience of running skills development programmes across numerous sectors to audiences with varying levels of expertise.

• DVL Smith operates on an international basis: we have run successful sessions throughout Western and Eastern Europe, USA, Brazil, Mexico, Thailand, India, Singapore, South Africa, Australia and Canada.
Contact our Capabilities Team for more information

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