

CONNECTING YOUR STORY MATTERS

FIVE KEYS TO UTILIZING THE POWER OF
YOUR (CLIENT'S) STORY

*A Workbook to Accompany the
Keynote*

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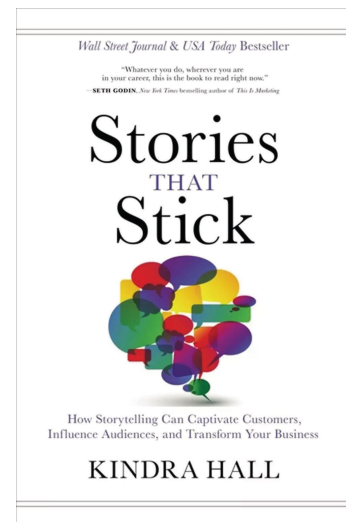
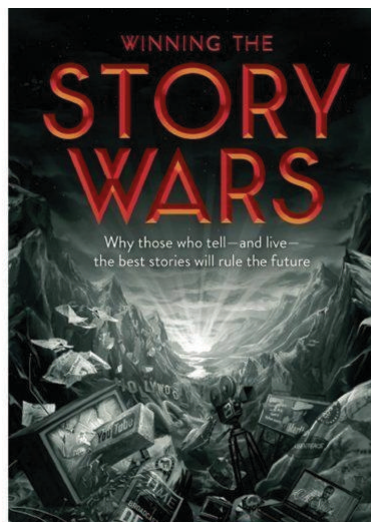
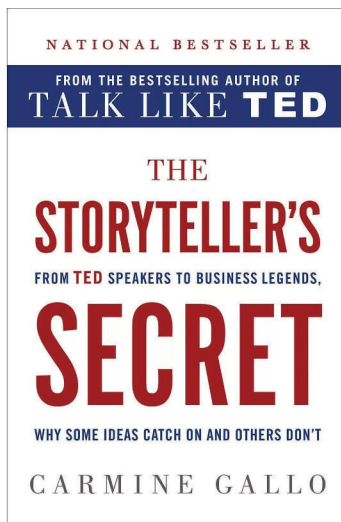


RESOURCES

Story is the language of the brain.

- Lisa Cron, **Story Genius**

This workbook was developed by Cara Putman for the sole use of participants who attended the workshop presented to the HHS Extension Agents by Cara on April 26, 2023. For additional information and resources, Cara highly recommends these additional resources:



PART ONE

What Makes a Story Compelling/Memorable?

Before we can go deep into the elements of a story, we have to start with what is a story. Take a moment and think about the last story you couldn't forget. It could have been a book, a movie, a story you heard someone tell. What was it that made the story so compelling?

Let's Talk Story Elements:

1) Identifiable Characters:

2) Authentic Emotions:

1) A Significant Moment:

4) Specific Details:

Now think about the story you identified above. How do these four elements show up in that story?



"That's more like it! Shrek and Donkey off on another whirlwind adventure!"

Extension Relation:

1) Identifiable/relatable character _____

2) Authentic Emotions: _____

3) A Significant Moment: _____

4) Specific Detail _____

PART TWO

Storytelling Tips, Tricks, and Techniques

1) Use the Rule of Three:

- *Simple Structure*
- *Easy to Remember*
- *Lead to Action*

What are some memorable sets of three?

How can you use the Rule of Three in your storytelling? Are there some natural connections that might not be immediately obvious that could surface with a little brainstorming? If you're not sure, try asking why three or four times. Often at the fourth why, you'll start getting to the heart of the difference/distinctive/purpose.

2) Use Pictures and Analogies:

Great Storytellers will use pictures and analogies to connect with their target audience. Think about a group/target population you work with currently. What is a challenge you face?

What's a story or analogy that might help you break through?

PART THREE

Storytelling Tips, Tricks, and Techniques

3) Be Vulnerable. It's a personal story.

Don't hide your challenges and failures. People need to understand what you've overcome to believe they can too.

Think back to why you became an extension agent. What led you to that decision? Is there something in that personal journey that the populations you're working with need to hear?

e.g. I'm a homeschooled, first-gen college student

Consider the Seismic Events in your life. How have they impacted you? How have they helped you become the person you are today? How have they become a part of your story? Is there something you need to model for those around you?



These personal events form our personal myths and they become part of our identities. We long for a happily ever after for us, just as much as we do for fictional characters.

Heroes challenge us to reframe our stories. Who can you partner with?

Our vulnerability helps others imagine a new ending for their stories. What can you share?

PART FOUR

Storytelling Tips, Tricks, and Techniques

4) Use Story to Create Culture.

Employees can be empowered to see themselves as the hero of their own customer story – and that becomes the magic in an unbeatable culture.

How can you use this technique with the population you serve?

Who is your target customer?

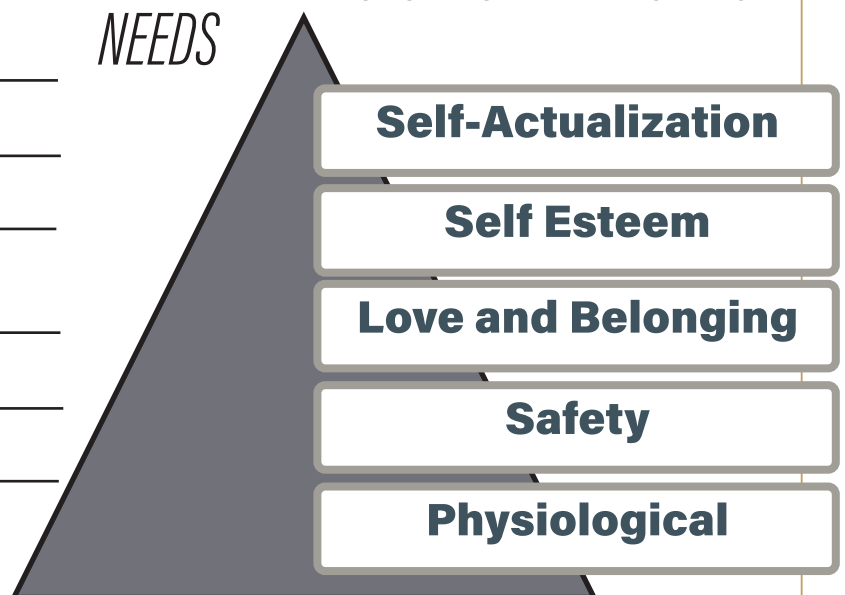
What is their greatest need?

How can you utilize storytelling to empower them to believe they can create their own journey?

What level of Maslow's Hierarchy of Needs do you work at?

Is there a different level you can add?

ABRAHAM MASLOW'S HIERARCHY OF NEEDS



PART FIVE

Jonah Sach's Story Wars

Think about the values articulated in Jonah Sach's Story Wars. Do any of them resonate?

WHOLENESS: _____

PERFECTION: _____

JUSTICE: _____

RICHNESS: _____

SIMPLICITY: _____

BEAUTY: _____

TRUTH: _____

UNIQUENESS: _____

PLAYFULNESS: _____

Narrow to one or two of these values. Can you use these with a population you serve to better articulate a story that will empower them to become the heroes of their journey?

For the hero's journey, I love the YouTube videos created for the Story Wars. The 8 minute version breaks it down in an expanded, yet succinct way. I showed the 4 minute version.

PART SIX

Hero's Journey

Easter Seals in Whitley County

Who are the heroes? _____

Who are the mentors? _____

What is the journey? _____

What is the tool? _____

Su Casa and Leyando a Los Ninos in Bartholomew County

Who are the heroes? _____

Who are the mentors? _____

What is the journey? _____

What is the tool? _____

Slow Cookers in Fayette County

Who are the heroes? _____

Who are the mentors? _____

What is the journey? _____

What is the tool? _____

Now think about a project you are working on or have dreamed about launching...

Who are the heroes? _____

Who are the mentors? _____

What is the journey? _____

What is the tool? _____

PART SEVEN

The Simple Story Test

These elements need to be present when you are communicating with external audiences so that you know you have content that will resonate with clients, the community, the media, potential grant makers, and other agencies. I guarantee you have these elements and you can pull them to the surface with a little thought. This sheet will help you do that. This is adapted from *Winning the Story Wars* (2012) by Jonah Sachs.

1) Is your story **tangible**? Does it communicate the journalism details? The who, what, when, where, why and how? People need these details to understand the need.

2) **Relatable**: How does the story connect with people that we can relate to? Are they are neighbors? Are they like us in some way? Do they share those core values and desires with us? Are you sharing this motivation that others can relate to or understand?

3) **Immersive**: Have you embedded us in the story? Can we sense and feel like we have experienced it? Do we feel like we were pulling the weeds? Can we imagine the scene of the older siblings reading the books to the younger siblings? Can we see the joy in the apartments when families are able to cook a wholesome meal? Embed us in the scene and help us experience the transformation, no matter how small it feels – it's big to your clients.

The Simple Story Test

4) **Memorable:** Stories set the scene to help us remember through the emotion we experienced. What lasting image are you intentionally leaving with us? Is it the excitement of a client who made a recipe for a family member? The passion of a student for reading who hated it before? What's your client transformation? It should be easily recalled because it taps into our emotion.

5) **Emotional:** When you tap into our emotion, you move beyond our intellectual obstacles and understanding. Are you making us feel something rather than just think? How can you tap into our emotions?

Finally, Finding Stories. Ask These Questions:

- When have you had to be resourceful to survive?
- What was the worst day in the history of your job?
- When have you made a customer cry? For good reasons? For bad?
- What have you stopped a customer from crying?
- What's the hardest thing you've ever done?
- Whose life is different because of your work?
- What is your proudest moment in your work?
- When have you been surprised or mistaken about someone or something in your business?
- Who is your most satisfied customer?
- Who is your most unsatisfied customer?
- Who is your most surprising agency partner?
- When has someone said you couldn't accomplish something?
- What was the moment you knew the work you do is worth it?

Finding Story Questions Adapted from Stories That Stick

REFERENCES

Continued

Resources

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<https://www.amazon.com/Story-Genius-Science-Outlining-Riveting-ebook/dp/B0180T2YZO?>

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<https://www.amazon.com/Storytellers-Secret-Speakers-Business-Legends/dp/1250072239>

Winning The Story Wars, Jonah Sachs

<https://www.amazon.com/Winning-Story-Wars-Jonah-Sachs/dp/B008JE1L8E/>

Stories That Stick: How Storytelling Can Captivate Customers, Influence Audiences, and Transform Your Business, Kindra Hall

<https://www.amazon.com/Stories-That-Stick-Kindra-Hall-audiobook/dp/B07KQGYHPB/>

Part 4

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