

INFLUENCE^{STORY}

INFLUENCE TO THE POWER OF STORY

THE POWER OF STORIES TO CREATE BUY-IN



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The Chief Storyteller®

Promise a Better Tomorrow™

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BE YOUR OWN CHIEF STORYTELLER®

It all began some 30 years ago, at a high school science fair. Ira Koretsky had presented his computer program on the heart and the circulatory system. One by one, the prizes were announced... third... second... first place. After nearly 100 hours of programming evenings and weekends, he slumped his shoulders and thought to himself, "I lost."

Then... Ira heard the chairwoman announce, "We are awarding the grand prize to a young man who could sell me my own pair of shoes! Please come to the stage, Ira Koretsky." In hindsight, this event helped put him on the path for a career in communication and storytelling.

He was a US Army Captain in the Medical Service Corps serving as both a public affairs officer (PAO) and chief information officer (CIO) in the military health system. He designed presentations for himself and over 40 military and civilian executives in technology and healthcare. At just 21 years of age, Ira Koretsky gained invaluable experience and insights into messaging, communications, and storytelling.

Ira has held various leadership roles in marketing and product management. After earning his MBA from the University of Maryland Robert H. Smith School of Business, Ira entered into the world of leading-edge technology in the San Francisco and Silicon Valley areas.

It is there Ira Koretsky started The Chief Storyteller® in 2002. His mission is to "help his customers--individuals and organizations, to become their own Chief Storyteller®."

GLOBALLY RECOGNIZED STORYTELLING COMPANY

Over time, Ira has built The Chief Storyteller® into one of the most recognized names in business storytelling. He has developed a variety of tools and proven frameworks to help you improve your individual and organizational performance. the Great Stories Framework™ is for individuals, and The Success Framework™ is for organizations. Both frameworks foster a "Deliberate Communication" culture.

He has delivered over 500 keynote presentations and workshops in nearly a dozen countries, in more than one hundred cities across 30 plus industries, to more than 36,000 people. He regularly provides coaching, training/workforce development, keynote presentations, and consulting services to Fortune 50 companies, associations, and government agencies.

He is also an adjunct at the Robert H. Smith School of Business at the University of Maryland where he teaches communication, public speaking, data storytelling, and storytelling. The student final is a 5-minute TED-style talk.

One of the cornerstones of our corporate culture is "build relationships that last a lifetime." A quote from Maya Angelou says it best:

"People will forget what you said,
people will forget what you did,
people will never forget how you made them feel."

“BRING BACK CHILD-LIKE WONDER”

I want to tell you a story. I was in charge of a five-year-old for the day. And after a staring contest, I somehow lost, I don't know how she got me to back down. She won the staring contest and I said to her, “What are we gonna do today?”

I said “I have to go to my office. Get in the car.” So, she starts walking across the room and she's looking down as she's walking and she says to me, “How do they make carpet?” And I said, “I don't know. There's machines that sew it and stitch it together. Whatever. Just go to the garage.”

So we're walking along. We get in the garage. And she goes over to the car. She taps on the window and she says, “How do they make glass?” And I said, “I don't know. There's like fire and sand.” And she's like, “Fire and sand?” She's given me this look like, “remind me not to waste my money on a Yale education.” And I'm like, “Seriously. That's how they make glass. Get in the car.” Okay, then she taps on that thing you see. The bar that goes between the two windows. And she says, “What is this thing called?” And I said, “It doesn't have a name.” And she said, “What is the thing between the two windows?” I said, “It doesn't have a name okay.” And she said, “If it doesn't have a name, how do they order more on the assembly line?”

It's five year old, three, old guy nothing. At this point, I said, “Look, just get in the car.” We get in the car and we drive to the office. When we get to the office, I am walking across my familiar territory through my familiar employees and processes. And there she goes again. I look and I watch in her eyes. She's looking at everything. Taking in everything around her and processing it. Then she starts. She says, “What is that thing?” And she says, “Why do you have two of those things?” “Why is that girl on the phone all day?” “What does that guy do?” And I said, “Please, take some markers and go draw something on the whiteboard.” Finally, a bag of Cheetos won that argument.

I went and sat in my office. I sat there for a minute and something significantly bothered me. I stood up. I said, “Wait a minute. Why do we have two of those? What is that thing? Why is that girl on the phone all day?” I realized something really important. I lost my childlike wonder. I lost the ability to wonder about everything around me because I was busy. We get in our cocoon right that we're comfortable. We see the same things every day, so we stopped seeing them.

In fact, it gave me a revelation. I went and got my entire management team. I said, “Tomorrow, I want everybody to come in here and think like a child. I want you to think like a five-year-old. I want you to bring back childlike wonder. I want you to question everything we do and why we do it.” And the results were absolutely phenomenal.



Jeff Hoffman
TEDxWallStreet
<https://youtu.be/dcV4RXC-V94?t=29>
Start: 00:29

“SAY, I LOVE YOU, OFTEN”

A few years ago, my cousin John, his wife Stacey, and I were spending time with Stacey’s family in New York. One night, we were sitting at the family dinner table enjoying a lovely meal, when John noticed just how affectionate Stacey’s parents were with each other.

He saw Stacey’s mother turn to her husband and said, “Eric, thank you for being so loving and for being such an incredible partner to me for all these 43 wonderful years. I love you very much my sweet munchkin.” And she kissed him on the cheek.

And then Stacey’s dad turned and faced his wife with a big smile and said, “Ahhh Emma, I love you too my darling, it’s been an incredible 43 years indeed and I couldn’t imagine anyone else I would rather be on this wild ride with. Now you my dear are my sweet Pookey.” He kissed her on the cheek.

At this point I could see my cousin John was getting a little uncomfortable with all the excessive affection floating around the dinner table and in that moment his wife Stacey turned to him and said, “Honey how come you never show me that kind of affection?” And “how come you don’t tell me that you love me?”

John turned to her with a big loving smile on his face and said “Honey, I told you I loved you once and if that changes, I’ll let you know.”

That was an interesting answer wasn’t it? I learned something that night about myself. I assumed the people around me know how much I appreciated them. Well, they don’t. Because I don’t tell them. Don’t make assumptions that your personal ecosystem knows how much you value and appreciate them. Don’t make assumptions that your employees know how much you value and appreciate them. Don’t make assumptions that your clients know how much you value and appreciate them. Don’t just tell them once. Tell them often.



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“NEXT TIME, ASK TANYA”

An agency was encountering some internal communication challenges they felt only an outside firm could address. Some were process issues, some were performance issues, and some were structural issues. They brought us in to focus on the process issues. We performed assessments with focus groups and with one-on-one interviews. Over the course of two days, we met with the entire staff of about 50 people.

On the last day, we met with a young woman, Tanya. In advance of meeting her, we learned she was very sharp and a bit reserved. As we talked to her and got her perspective, she began talking about the issues. She narrowed in on the training component. It was ineffective and it was inconsistent. People were not receiving the same training. Some people received formal training while others learned via on-the-job.

As a result, team members pursued what they thought best. Some people took shortcuts getting the job done, which unfortunately left some gaps. Some people followed the recommended processes, which resulted in them taking more time to complete.

As we talked to Tanya, we soon realized she really, really understood what the problem was. She recommended we bring everyone together for the same training session. This would ensure we are on the same page, ensure we have the same goals in mind, and ensure we work with the same processes.

Everything she told us fell within the solution criteria the agency was seeking. It fell within the budget scope. It fell within the planned timetable. And it fell within the resources available. In fact, it wasn't anything super difficult to achieve. A little surprised the solution was right here, we asked Tanya, “This all makes a lot of sense. Why didn't you share your ideas before?” She paused for a long moment and said, “I'll be honest. No one has ever asked me.”

Tanya's answer taught us a very important lesson. You need to create an environment where you can leverage the best people can offer. Here we had a person close to the problem, who fully understood the challenges, and fully understood the scope. Most importantly, she had a solution on the tip of her tongue. The challenge for training officers is to help their leaders and teams create an environment where **everyone** is engaged.



Story graciously provided by
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LESSONS LEARNED

There are hundreds of potential lessons learned. This list is meant to spur your creativity.

- | | |
|-------------------------------------|--|
| 1. Help others/give back | 11. You can't do it alone |
| 2. Overcome with right mindset | 12. Follow your gut |
| 3. Trust your gut/instinct | 13. People deserve a second chance |
| 4. Think of the other person | 14. Believe in yourself |
| 5. Friends/family are everything | 15. Keep an open mind |
| 6. Persevere | 16. Happiness comes from within |
| 7. Give before you get | 17. Learn to let go (it takes time) |
| 8. Never quit | 18. Always tell the truth |
| 9. Don't be afraid to ask questions | 19. Learn from your mistakes |
| 10. Be positive | 20. When you change, the world changes |

“WHAT STORY WILL YOU TELL JANET?”

EXPERIENCES MAP

10 Impact on Me

9

8

7

6

5

1 Impact on Me

Shareable & Profound Experiences STILL Affecting My Thinking and Behavior Today

“WHAT STORY WILL YOU TELL JANET?” – REVISITED

Ensure your story will resonate with Janet, address her challenges, meet her goals. Back up your story with data and research

THE GREAT STORIES FRAMEWORK™



TITLE/EXPERIENCE

EVENT

1

BETTER TOMORROW MESSAGE™ (BTM)

7 to 10 words

2

6 C's

3

CALL-TO-ACTION

7 to 10 words

Lesson
Learned

BTM™

PREPARATION

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- Compelling
- Challenge
- Curious
- Characters
- Conversations
- Change

4

NARRATIVE TO YOUR STORY

150 to 400 words, 1 to 3 minutes

NARRATIVE

5

ENDING

< 75 words, 15 to 30 seconds

8 MUST-HAVE STORIES

Identify experiences continuing to guide your actions and thoughts today. Start with your “8 Must-Have Stories for Leaders” as you begin to create your Story Library.

Experience / Setting <small>Briefly describe, ≤ 20 words</small>	Better Tomorrow Message™ <small>High Impact, Memorable, Lesson Learned, ≤ 10 words</small>
1. Success Story, Personal	
2. Success Story, Professional	
3. Lesson Learned, Personal	
4. Lesson Learned, Professional	
5. Who Am I? (values, morals, true north)	
6. Biography/How did I get here/My Journey	
7. Funny, G-rated story	
8. Feel-good/heart story	

IMPROVE YOUR PERFORMANCE



SERVICES

- Business Storytelling
- Strategic Communication Services
- Marketing Communication
- Better Online Meetings
- Presentation Services
- Sales Accelerator Support



SPECIALTIES

- Data Storytelling
- Storytelling for Sales
- Storytelling for Leaders
- All-Hands / Town Hall Meetings
- Conference Presenter Prep Services
- Storytelling in Webinars



COACHING

- Public Speaking Coach
- Sales Communication Coach
- Executive Communication Coach
- Storytelling Coach
- Sales Demo Coaching
- Speaker Coach – Aspiring & Experienced Speakers



SPEAKING & TRAINING

- Keynote Presentations
- Workshops
- Webinars
- Conference Presentations
- Talent Development
- Retreats
- Off-Site Meetings
- Half to Multi-Day Training

CONTACT THE CHIEF STORYTELLER®



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<https://twitter.com/chiefstoryteller>



<https://www.youtube.com/user/IraKoretskySpeaker>



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