

From Storytelling To Storydoing

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Austrian Embassy - 8 Oct 2019

Outline

0 - Why stories work

1 - Story listening - stakeholders' shoes

2 - Story building - tools

3 - Story telling - your stories

4 - Story doing - what's it look like

My takeaway message

Truthful stories powerfully
told can drive
transformational change

Why is storytelling important?

Once upon
A time



[“Words leap off the page.”
— *USA Today*]

brain rules

12 Principles for Surviving and Thriving
at Work, Home, and School

J O H N M E D I N A

“Cognitive Hallowed Ground”



On Disney Blu-ray & DVD

UP



Step 1: Story Listening

Who are your stakeholders?



Board

Your Boss

Colleagues

Clients

Customers

Academia

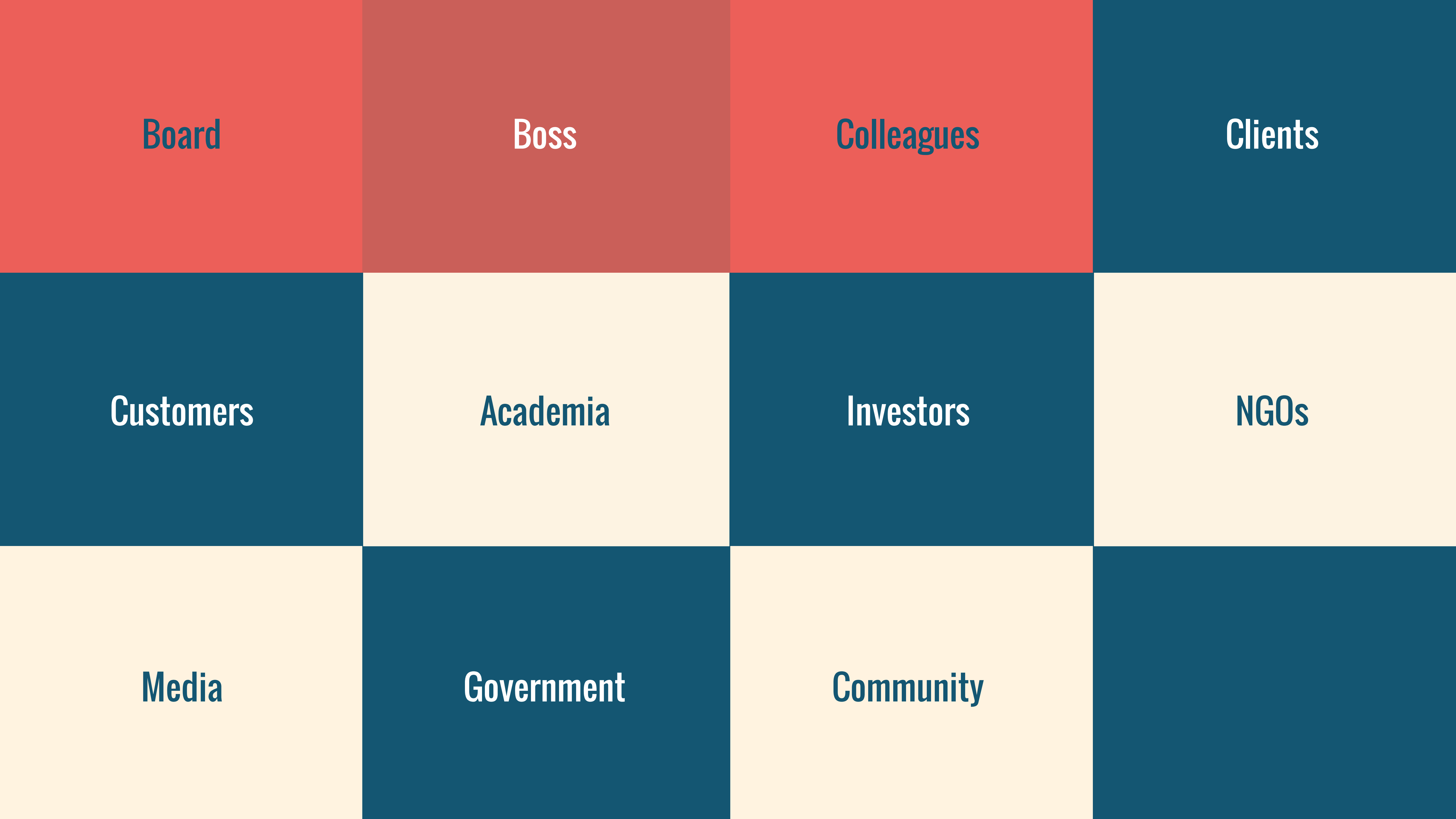
Investors

NGOs

Media

Government

Community



Board

Boss

Colleagues

Clients

Customers

Academia

Investors

NGOs

Media

Government

Community

| Your stakeholders

Top 5 Internal Stakeholders

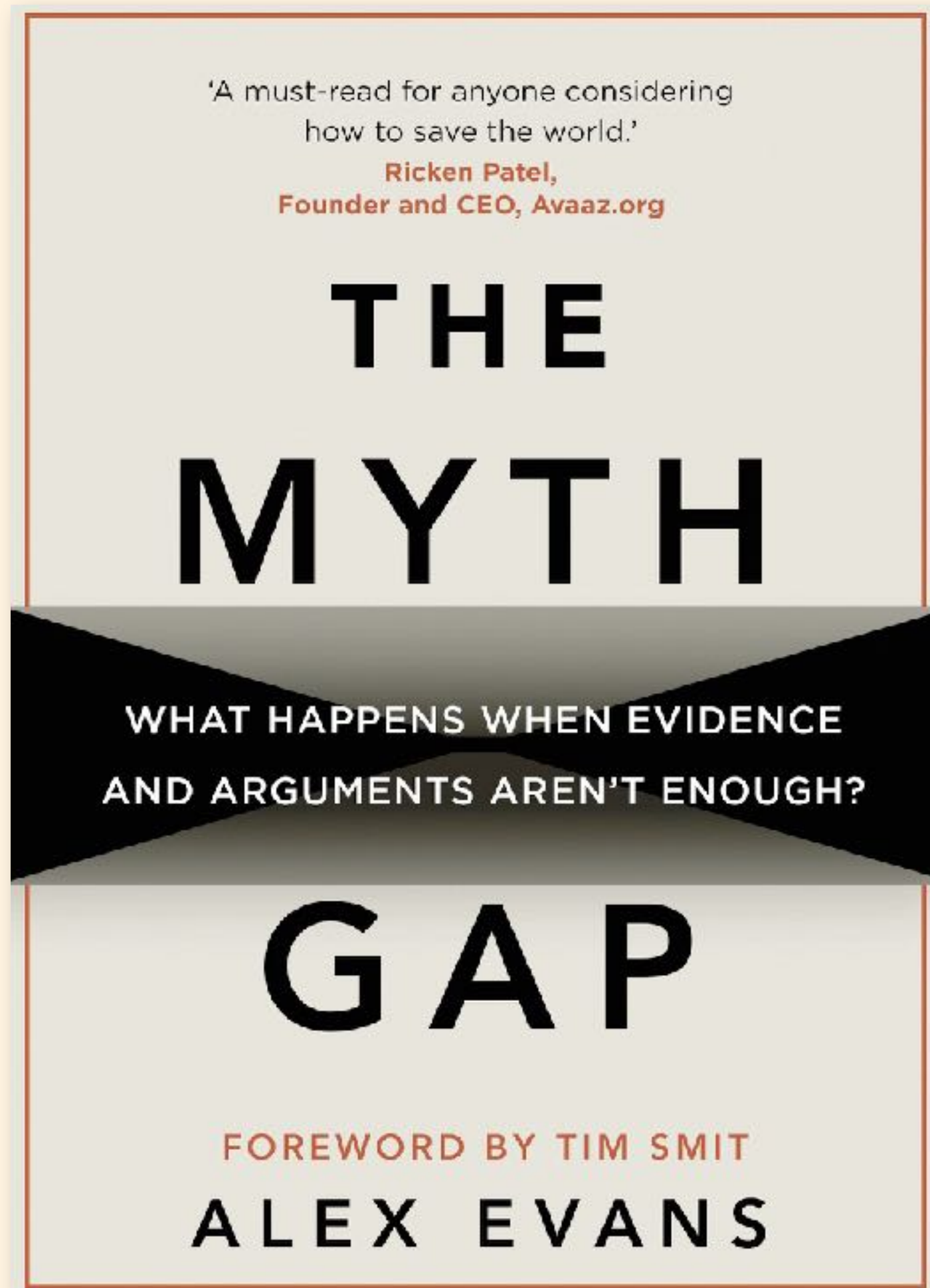
Top 5 External Stakeholders

Prioritise One

Prioritise One

**Walk in your stakeholders'
shoes**

Step 2: Story Building



A Larger Us

A Different Version of the Good Life

A Longer Now

Story ingredients



Takeaway message

Start with the why

Magic words

Anecdotes and analogies

Meaningful data & visuals

Takeaway message



Start with the why

[“Words leap off the page.”
— *USA Today*]

brin rules

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J O H N M E D I N A

“Meaning before
details”



Magic Words

"Imagine"

"What that means is ..."

"For example"

"Think of it this way"

"What makes us different is ..."

"You know how ..."

Anecdote



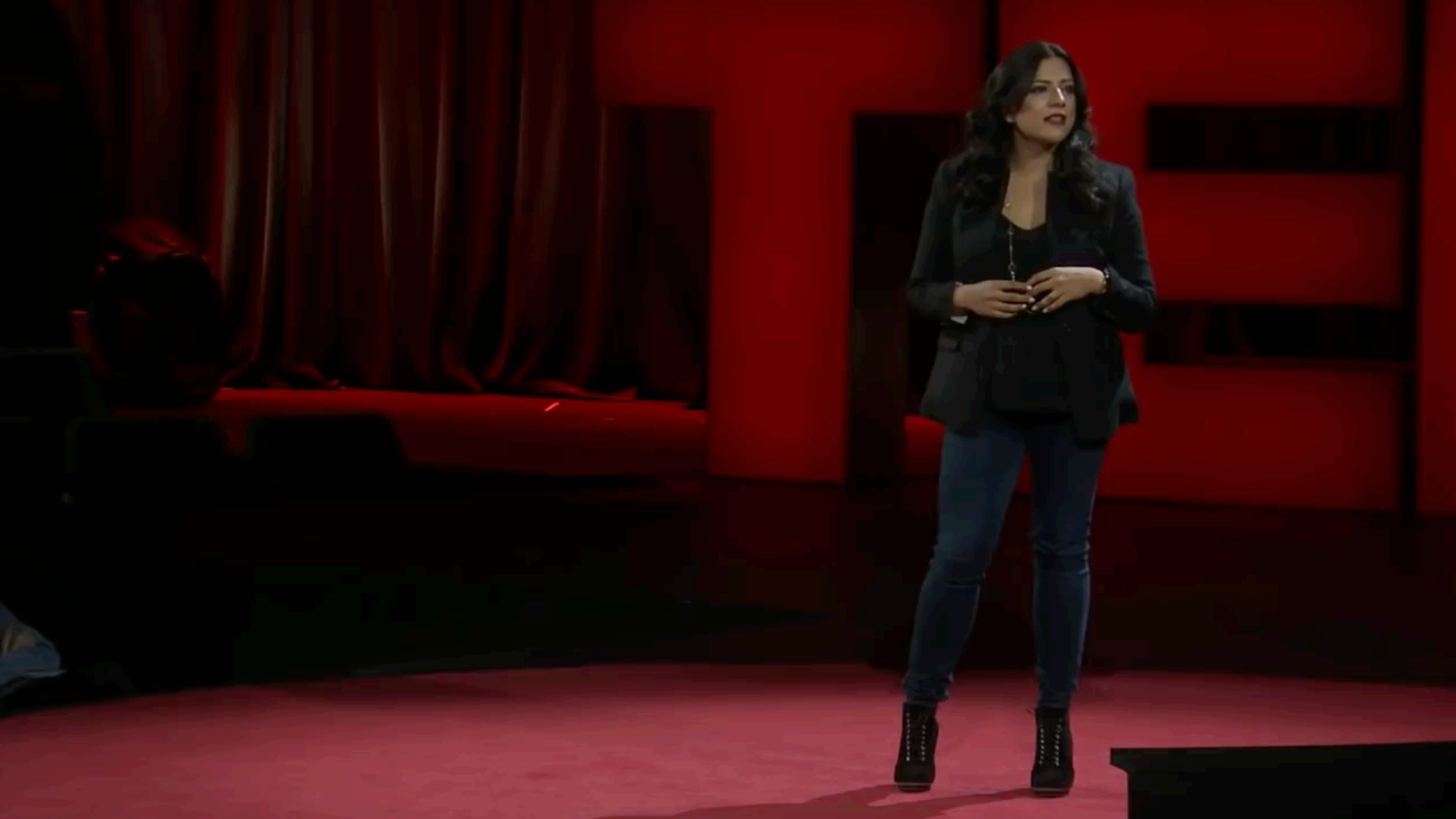
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Meaningful data



Step 3: Story Telling

What's your story now?

Story structure



Takeaway message

Why?

Ingredients

Finish with takeaway message

*Changing
Together*



COP24 · KATOWICE
UNITED NATIONS CLIMATE CHANGE CONFERENCE
POLAND 2018



Step 4: Story Doing

Storydoing Organisations

1. They have a story
2. It's a larger ambition to make our world better
3. It is understood and cared about
4. It drives action
5. All kinds of people are engaged

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Thank you!