



Storytelling Techniques that Influence Action

Lisa Gerber

Identify Three Story Elements

1. Protagonist
2. Conflict
3. Happy Ending

NINE STORY TECHNIQUES AND TIPS

1. Personalization to **get attention**.

- How can I personalize the experience and demonstrate my understanding of the audience?

2. Personification to **create empathy and understanding**.

- What is the point I want to make and where can I find an example of it happening somewhere?

3. Context/backstory **for understanding and connection**.

- What backstory do we have to share?
- Can we provide more insight into behind the scenes?

4. Language **for deeper understanding**.

- The five-year old exercise. Ask how or why five times until we get the specific and meaningful answer.
- Are we using useful or useless words?

5. Metaphor to help audience visualize and **retain memory**.

- What visuals can we use to help people understand our complex idea?
- How can we compare our idea to something else?

6. Provocative with a purpose to **retain memory**.

- What is our purpose - why is our company in business other than to make a profit?
- How does our company make the world a better place than it is today?
- How can we advocate for that in the real world?

7. Don't tell us how to feel. Make us feel. | **Influence action.**

- Stop selling, start solving problems.
- Would I say this in person?

8. Editing for clarity of message to **influence action.**

- Does each word contribute to the through line of the story?
- Have I used active and interesting words that are more specific than bland and boring words?

9. Moment of reflection to **influence action.**

- What are the takeaways or lessons?
How can the audience apply this in their situations?

DIFFERENTIATION | The power of two or more.

- How do the experiences of our people combine differently to make you stand out in your space?
- What are our employees and leadership doing that is interesting?
- How have we helped our customers achieve something? How can we shine the spotlight on them.
- How are we making an impact on the people who do business with us?

About Lisa Gerber:

Lisa advises CEOs and senior level management on how to use the power of storytelling and effective communication to influence action and bring ideas to life. She guides companies through the digital maze of constantly changing tools to build discovery, loyalty, and ultimately help them achieve their own big leaps.

When she is not in her office, she might be out skiing or trail running. This is where she does her best creative problem solving.

Podcast

Check out her podcast, The Gear Show, weekly conversations with outdoor active professionals, entrepreneurs, CEOs and athletes who are pushing boundaries and redefining how we do life and business: on our own terms. Listen in and gear up for what's next on your list: www.takeabigleap.com/podcast

To learn more about booking Lisa for consulting, speaking or workshops, visit
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