

## TOOL DESCRIPTION

# Storytelling



**Storytelling can be used as a powerful tool for communicating key messages in various contexts.**

These contexts include marketing, branding, sales pitches, change management and leadership. The brain does not differentiate greatly between things we experience ourselves and things that happen in stories. Storytelling is the art of using narratives to convey messages, evoke emotions and communicate ideas.

This method goes beyond merely delivering information, as it engages people emotionally, simplifies complex ideas, builds trust and ensures the retention of information. Good stories induce neural entrainment, which has a strong impact on our attention span and our ability to absorb information.

Stories preserve values and norms in a dramatized, vivid form. These can be shared, remembered and expanded. Whoever wants to shape a culture beyond small-scale daily conversations needs stories.

- **Relatability:** Through storytelling, complex ideas and concepts can be simplified and made relatable by aiding understanding and supporting the internalization of the message in the context of a story
- **Emotional engagement:** Stories evoke emotions and foster deeper connections between the storyteller and the audience
- **Persuasiveness:** Stories can influence attitudes and behavior more effectively than facts alone

### Duration

1.5–2.0 h  
when used in a workshop setting






### Participants

a maximum of 4 to 5 people  
per working group

### Facilitation

printed storytelling template for  
basic plot per group

# Storytelling | Process

Set the stage 	Identify key messages 	Craft your story 	Select medium and practice delivery 	Provide feedback and iterate 
<p>Begin by understanding the context and audience of your story:</p> <ul style="list-style-type: none"><li>• What is the purpose of the storytelling?</li><li>• What are your audience's needs, interests and preferences?</li></ul> <p>Identify the setting, the characters and initial situation that will frame your story:</p> <ul style="list-style-type: none"><li>• What is the tone and the mood of the story like?</li><li>• Make use of elements of archetypal narrative structures and their characters, such as The Quest, Overcoming the Monster, Voyage and Return, Rags and Riches, etc.</li></ul>	<p>Determine the core messages that need to be conveyed through storytelling. These messages will serve as the guiding principles.</p> <p>Tips and tricks:</p> <ul style="list-style-type: none"><li>• The end is the beginning: Clearly communicating the core message is much easier when the end has been determined.</li><li>• Journey to the core of a story: Always ask "WHY", "HOW" and "WHAT" and build your story around that core.</li><li>• Match-pitch: Be prepared to describe the basic plot in one sentence. What is the story all about?</li></ul>	<p>Fill in the plot template provided to structure your narrative and convey the key message effectively throughout the stages of the story:</p> <ul style="list-style-type: none"><li>• Exposition: Who is involved, what is it about, when and where does it take place?</li><li>• Rising action: What obstacles, challenges do characters face? What is the central conflict of the story?</li><li>• Climax: Where does the central challenge lead? Does it bring change or revelation?</li><li>• Resolution: What does the outcome look like?</li><li>• Evaluation and knowledge gained: What lessons have been learned? How do the insights gained impact our future decisions and behavior?</li></ul>	<ul style="list-style-type: none"><li>• Choose the most suitable format for delivering the stories, such as presentations, videos or interactive workshop settings.</li><li>• Rehearse presentation techniques to ensure clarity and authenticity when communicating your story.</li></ul> <p>Tips and tricks</p> <ul style="list-style-type: none"><li>• The body tells its own story: Pay special attention to your voice, body language and – most importantly – be authentic while telling your story!</li><li>• Be prepared to amaze your audience within the first 10 seconds: That's the timeframe you have to convince them to pay attention or not.</li></ul>	<p>Present your story:</p> <ul style="list-style-type: none"><li>• Gather insights on what resonated with the audience and evaluate the effectiveness of the story.</li><li>• Did your audience get the key messages?</li><li>• Do the lessons learned and morale of the story resonate with the audience?</li><li>• Collect feedback and refine the story.</li><li>• Discuss possible adaptations according to target groups.</li></ul>

# Storytelling | Template Basic Plot

