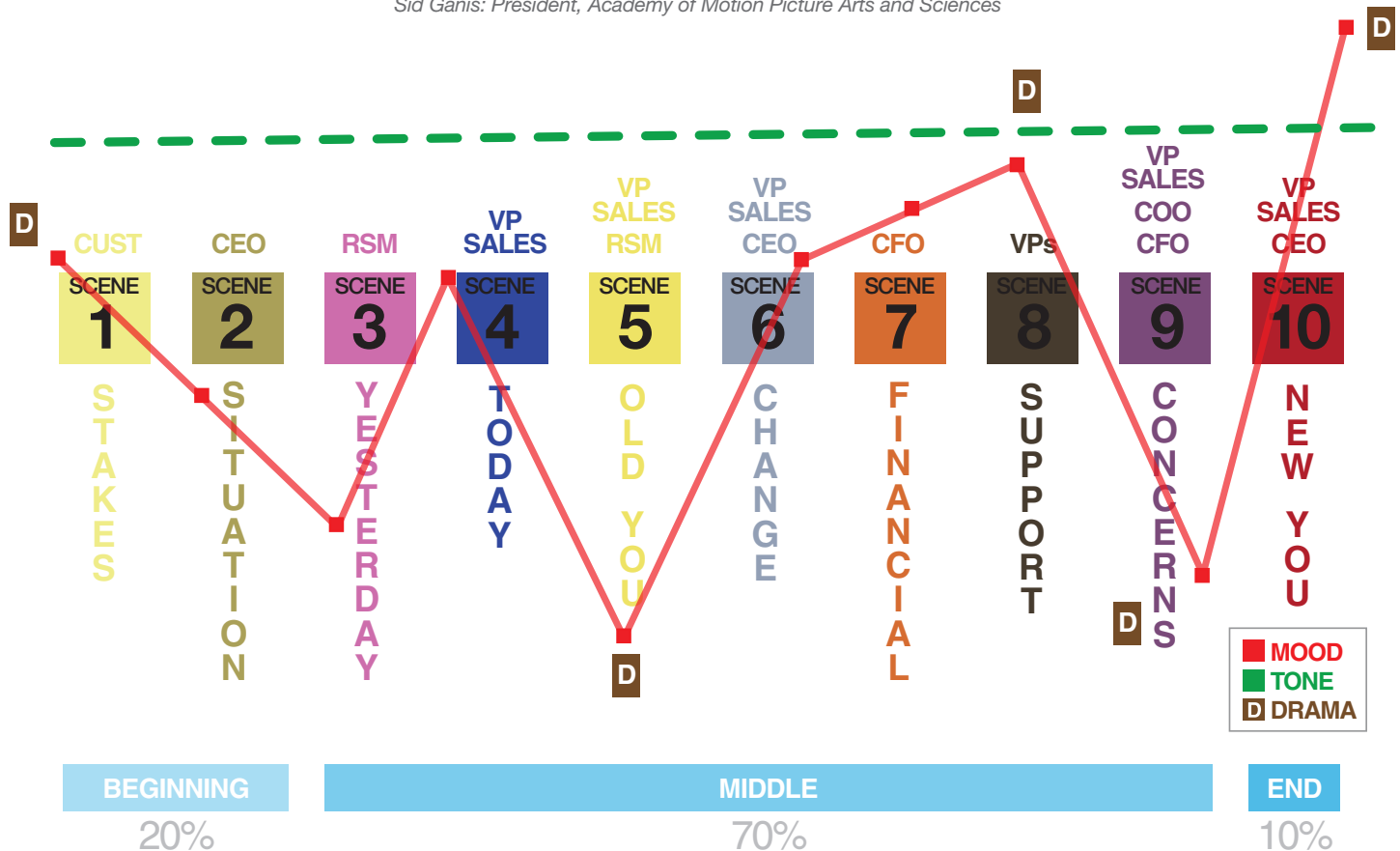


Ten Tips for Telling a Terrific Corporate Story

“Storytelling is how people connect with one another; state-of-the-art technology will change, but state-of-the-heart storytelling will always be the same...”

Sid Ganis: President, Academy of Motion Picture Arts and Sciences



A story is...

...an argument with a beginning, middle and end, supported by facts and charged with emotion to bring about awareness and change

1. Your meeting **theme** should embody your underlying argument
2. Develop a compelling dramatic **storyline** that transports the audience from beginning to end
3. Instead of creating an agenda, break your storyline into **scenes**
4. Set **stakes** high, soon and realistically
5. Articulate the **situation** early so that everyone starts on the same page
6. Think of meeting **content** as the facts and figures that support your argument
7. **Characters** are the stars of your story, delivering the emotional punch to content; treat them kindly
8. **Mood** is the overriding emotion in a meeting, changing as it progresses and dissipating when it's over; manipulate it
9. **Tone** is the underlying feeling in a meeting and goes home with an audience; keep it consistent
10. **Drama** can enliven theme, carry a storyline, make scenes indelible, energize content, bring characters to life, drive mood and set tone; use where needed

