

Story Telling For All: The Heart of Relationship Building

Three Parts to Story Telling

1. Eliciting, listening to, understanding their story, motivations, values, world view, decision-making, preferences, philanthropic nature/profile, communication style
2. Your organization's story, authentic, personalized, tailored
3. Connecting the two in order to inspire questions, action, engagement, the start of, or a deeper relationship

Joyful, Inspired, Generous, Yeses

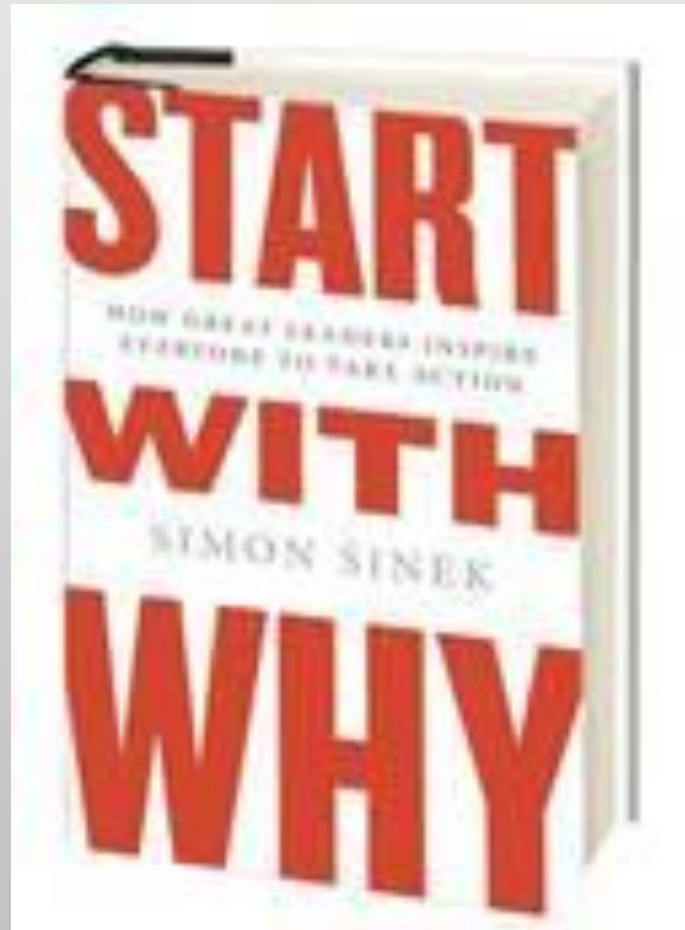


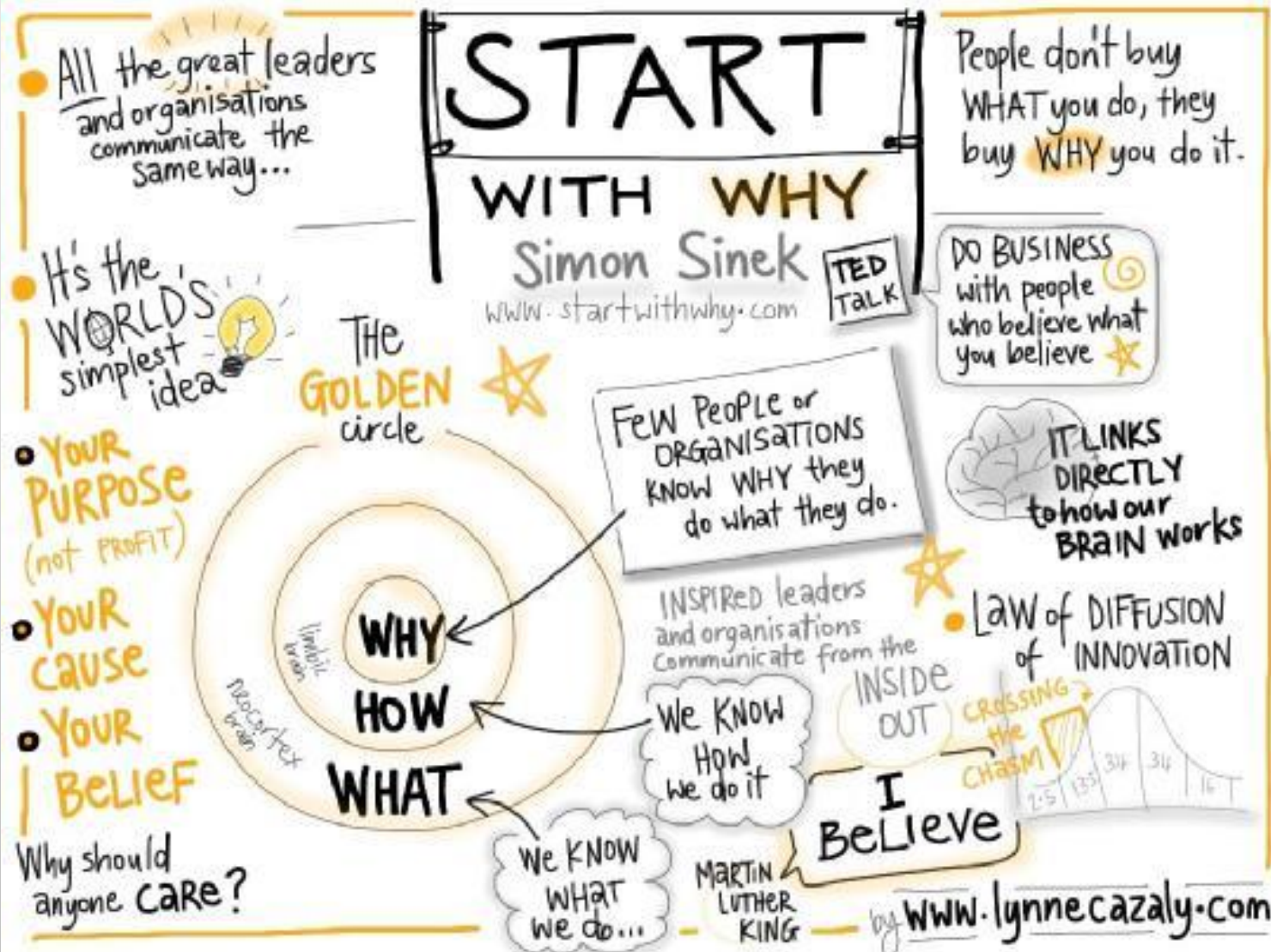
“No one every bought anything on an elevator.”



Why Start with Why*

*Simon Sinek







Vision Mission & Values

Share Your Why, Vision & Values



MAKING YOUR STORIES COME ALIVE

Asking Strategic Questions and Listening



Types of Listeners*

*Listen Up by Barker and Watkins



- People
- Action
- Content
- Time
- Mixed

Flex to Your Audience



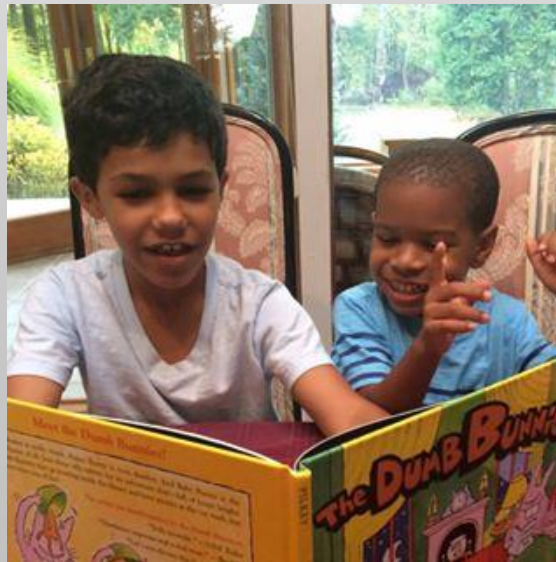
- Style
- Do we know the desires of the “audience”
- What desires of theirs will be met if they take the action we want?
- Credible message bearers and mediums

The 10 Immutable Laws...

2. Stories are about people.
3. The people in your story have to want something.
4. **Let your characters speak for themselves.**

The 10 Immutable Laws...

5. Stories need to be fixed in time and space.
6. Audiences *bore* easily.
7. Stories don't tell: they show.



The 10 Immutable Laws...



8. Stories stir up emotions.
9. Stories have at least one “moment of truth.”
10. Stories have clear meaning.

Messages that “Stick”*

*“Made to Stick,” by Chip Heath & Dan Heath

- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Stories



Storytelling Toolkit

- Written mission, vision, values
- Facts sheet
- Accountability deck
- Case for support
- Impact statements
- Videos and micro docs
- Photos
- Infographics
- Third party voices
- Outcomes stories
- Master proposal
- Website overview
- Experiences that “show” your story

Everybody Needs to Be Good at This!



Getting Good

1. Start with experiences
2. Discuss the “why” and “vision”
3. Share how you each tell the story now
4. What data supports this?
5. Make it your own, their own
6. Practice – asking questions, listening, sharing authentic stories
7. Celebrate

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