



GELLIFY

**WE CONDENSE INNOVATION**

# DIFT

**DIGITAL INTRAPRENEURS FAST TRACK**

**EXPLORE**



SESSION 6

# Story-Selling

# Introduction to Storytelling

# What is your story?

# Storytelling comes from very different places...

## ZENDESK



Instead of filming a video about Zendesk they created *Zendesk Alternative*, which happens to be a fictional indie rock band. They are frustrated that a customer support company 'stole' their band name yet admitting their need for Zendesk's services to keep their careers going.

Video: [http://fast.wistia.net/embed/iframe/jbvfakhf\\_bz](http://fast.wistia.net/embed/iframe/jbvfakhf_bz)

## DIESEL



Diesel's #beafollower campaign is an ironic campaign showing the "darkside" of the influencers. They need to take photos before every meal, change clothes often, be fit and show that they exercise every time. It testifies that being a follower is not that bad.

## SPOTIFY



Using internal data in this way helps brands like Spotify to create original stories based on insights that only they can access, helping to differentiate themselves from competitors.

# Why storytelling works

## LESSONS LEARNED

- A business with a great story is more likely to defeat its competitors or to capture investors' attention.
- Stories help share your **vision and messages** in the most pleasant manner.
- It helps to build a **deeper and stronger connection** with the audience, whether they are customers or potential investors.
- It adds a **human element** to your product and, thus, brand.
- Stories are the most successful weapon to create **loyalty**, which means that people are much more willing to **promote your product or brand by word-of-mouth marketing**, which is the best way to popularize a business.
- A good story should be: Contagious, Easy to understand, Emotive, Believable, Useful, Inspiring and Inclusive.

**But what can I do to create a good story  
around my idea?**

# Deep dive into Storytelling

# 5 principles of Storytelling



**Choose a Relatable  
Main Character**



**Put the Best Elements  
in the Beginning of  
Your Story**



**Create “Conflict”**



**Understand the  
Relationship Between  
Listening and Telling**



**Keep Your Story  
Authentic**



# Storytelling

## Choose a Relatable Main Character

A story is incomplete without a main character. The protagonist, or **hero**, adds a face to the story to which people can relate.

You need to choose a character that makes it easy for audiences to understand your story and you need to make him or her attractive (not as in “good looking”; as in “appealing”). It could be a customer, the founder, a supplier, whoever will fit the story.

Your entire story must revolve around this person. People remember unique characters and therefore your protagonist must be able to give your story that extra edge in order to remain at the forefront.

# 1 The Adventure Begins

The means by which enterprising individuals claw and scratch—or sometimes merely stand—out in the world of screenwriting or myriad. Many gain a foothold in other aspects of professional writing or in different parts of the entertainment industry, before diving into screenwriting for feature film. Others commence their professional careers without any plans to enter show business. Richard Dyer, author of *Screenwriting: The Theory and Practice of Screenwriting*, notes that Dyer found a career in politics, though he had no intention of becoming a screenwriter. Dyer's career in politics was cut short by a scandal, and he turned to screenwriting as a way to rebuild his career. Dyer's book is a comprehensive guide to the industry, covering everything from the basics of screenwriting to the intricacies of the business. Dyer's book is a must-read for anyone interested in the industry.

## Storytelling

### Put the Best Elements in the Beginning of Your Story

Just as with an article with a great hook, you should put the best elements of your story at the beginning rather than saving “the best” for the end. You want to immediately lure the reader or watcher into your story and compel them to share your blog or video with others.

For example, instead of using a title like How I Became An Entrepreneur that doesn't connect with the audience, use a title like How I Started Earning \$100,000 Per Year. The latter is much better because here you have put the best element of your story – the juicy detail: money – at the beginning.

# Storytelling

## Create “Conflict”

It might sound strange but, yes, conflict in your story helps keep your audience engaged.

Author Cathy Yardley uses a simple formula for this called GMCD:

- **Goal:** What does your point-of-view character in the scene want to achieve or attain? In other words, what is the scene’s object of desire?
- **Motivation:** Why does your character want to achieve that goal and why is it important?
- **Conflict:** What is standing in the way of your character's achieving her/his goal?
- **Disaster:** What is the result of the conflict?

At the beginning, protagonist of your story must fail with whatever she is trying to achieve. If she immediately get what she wants, there will be no story then.



# Storytelling

## Understand the Relationship Between Listening and Telling

There is a reciprocal relationship between listening to and telling stories. Just imagine that you are telling a story to a group of people, but they aren't interested in listening to you. Will you be able to tell your story? Nope.

Identify the obstacles to getting your audience to listen to you, such as:

- **External obstacles**
- **Physical obstacles**
- **Internal obstacles**
- **Psychological obstacles**
- **Relational obstacles**

## The Stories We Wear

Share Your Story

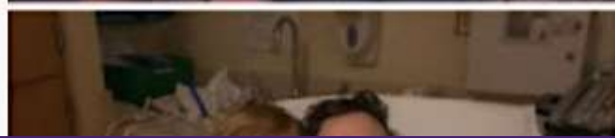


Hanna Ball. Malibu, CA.

Patagonia,  
quise fleeces were taken



Tested to the  
End



If clothing could



# Storytelling

## Keep Your Story Authentic

People love authenticity, which is the fastest way to connect with another human being. It is up to you to produce a story that is genuine and unique. Do not steal other people's ideas or try to come across as someone you are not just to impress the audience (that's like your parents acting like teenagers to impress your friends).

As long as you stay true to your product and your own personality as well, it will be easy for people to react (and connect) to your story. In other words, your product personality should be reflected in your story, so if you are a *rule-bending* startup, create a funny or irreverent narrative. If you are a traditional law firm, create a reassuring and professional narrative.

← Patagonia shares authentic stories from real customers called "The Stories We Wear"

# Tips & Tricks for Storytelling

# Tips & Tricks

## METAPHORS

*«A "metaphor" is word or phrase that denotes an object or idea in place of another -- it is a type of analogy by which we begin to understand something that is difficult to interpret. »*

Compare an element with something familiar belonging to a different sphere create an interesting or unexpected image for the listener.

**E.g. describing your product as «*The Netflix of the energy*» will be far more effective than deeping-dive into technicalities.**

# Tips & Tricks

## SHOW DON'T TELL

This is an old saying that suggests to use experiential elements in your story. Give the audience **actions, thoughts, senses and feelings** rather than simple descriptions.

- Use images to best explain what you want to tell.
- Use entrance animations to determine the rhythm of the presentation.
- **Show your pretotype** (or prototype, or MVP) and use it to create a connection with the audience.

# Tips & Tricks

## KEEP IT SIMPLE

Don't waste time with preambles. Give them an overview of your compelling proposition quickly, and succinctly, and you're more likely to capture and hold your listener's attention at the crucial start of your pitch.

Use a simple and effective language, be specific but not overly technical.

**Remember the golden rule:** no more than 2 people presenting for a 10' presentation.

# Tips & Tricks

## DATA STORYTELLING

There is tons of interesting material out there if you want to deep-dive into the topic. Here are some top picks:

- The power of effective data storytelling: <https://bit.ly/2RvMNBv>
- Storytelling with data: <https://bit.ly/2s5m4Bd>
- The beauty of data visualization: <https://bit.ly/354r7Af>

## ADDITIONAL EXAMPLE:

WWF campaign showing animals with a number of pixels equal to the specimen left.



# Tips & Tricks

## DRIVE THE ATTENTION

Give your listener the necessary elements to follow your speech.

- Enter an **index**.
- Divide the presentation into **chapters**.
- Indicate in each slide which chapter we are in and **what we are talking about** through the title.
- Highlight the **focus** visually.

# Tips & Tricks

## TRACKTIMING

**Be careful about the time you have available.**

Use a dedicated tool to track time.

Divide each chapter of the presentation and be aware about the spot you have for each of them.

**Remember the golden rule:**

**1 hour < 10 slide**

# Tips & Tricks

## BETRUE

Present your idea in a **genuine way**.  
And remember that **behind an idea there are people**.

# Next steps & offline activities

ACTIVITY OFFLINE

# Pitch Canvas

## 1 week

| DIFT  |  | PITCH CANVAS |  | EXPLORE | G<br>GELLIFY |
|---|--|--------------|--|---------|--------------|
| ONE LINER   |  |              |  |         |              |
| <b>KEY ELEMENTS</b><br><input type="checkbox"/> Company Purpose<br><input type="checkbox"/> Problem<br><input type="checkbox"/> Solution<br><input type="checkbox"/> Why now<br><input type="checkbox"/> Market size<br><input type="checkbox"/> Competition<br><input type="checkbox"/> Product<br><input type="checkbox"/> Business Model<br><input type="checkbox"/> Team<br><input type="checkbox"/> Financials | SELLING POINTS                             |              |  |         |              |
|   | STORY STRUCTURE                            |              |  |         |              |
|   | EXPERIENCIAL ELEMENTS (TANGIBLE OR VISUAL) |              |  |         |              |
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### Complete the Pitch canvas:

- Start with your great ONE LINER payoff.
- Then complete SELLING POINTS, STORY STRUCTURE, and consider to include come EXPERIENCIAL ELEMENT.
- Use the key elements as checklist in order to structure your pitch and keep track of what is missing.

SESSION 6

# Story-Selling