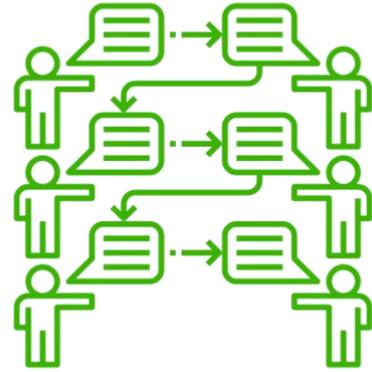


THREE WHAT'S

Storytelling



What

Storytelling is one of the top leadership skills. It takes many forms. Stories influence behaviour, they help make sense of our lives, they create shared moments, overcome barriers and build identity. Being a great storyteller is not about being popular or witty, it's about understanding the power of influence at its most sophisticated.

So What?

The stories you tell about yourself, your past and your possible future reveal your true character. The stories which are told in your team or organisation throw a light on its strengths and weaknesses, its values and principles and its state of health. They predict the future.

Now What?

Get good at storytelling. It's a shortcut to being influential and it costs nothing! Ask our ThreeWhats questions. What is the story? What are the possible consequences of its telling? How must it be told?

Stories are different to gossip. Stories told and retold in the workplace about its significant moments and people are distinguishable from gossip by the fact they endure. In your workplace create your own stories by:

Lurking and Listening

- ⇒ Where and when do stories get told in your workplace? What precipitates storytelling?
- ⇒ Which are the stories which survive re-telling in your workplace? How do you make sense of them? How do others make sense of them?

Collecting and Curating

- ⇒ Which stories may be appropriate for your workplace? What makes them so?
- ⇒ Can you sort your story collection by purpose? Who is it for? What would it achieve?

Simplifying and Sharing

- ⇒ simplify your stories by 60% the story, 20% the point and 20% the significance for the audience
- ⇒ share by owning the story

Humans are addicted to stories. As a leader you can use and profit from many different types of stories. Some already exist in your organisation some you create and own yourself.