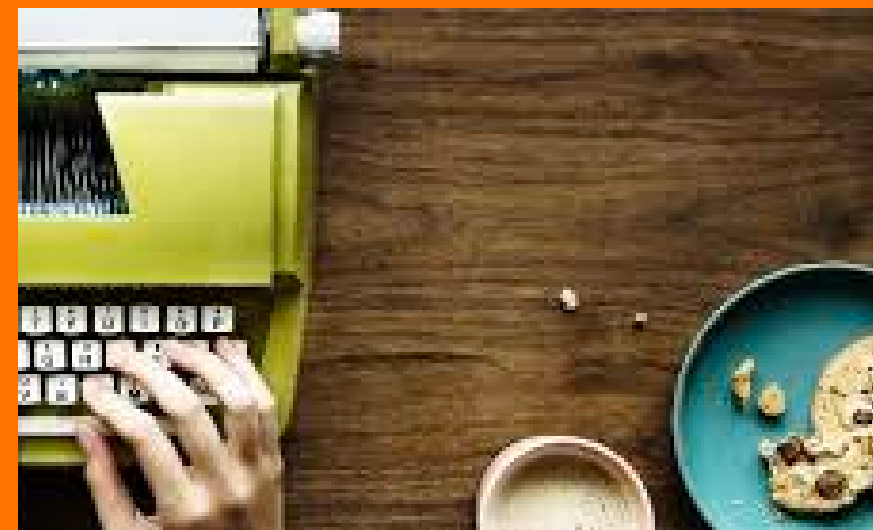


HYPER ISLAND



Storytelling Practice Booklet



STORYTELLING

WHY THIS PRACTICE BOOKLET

The aim of this booklet is to help you use and include all the ingredients to create and tell powerful stories.

How to identify the unique message that you, and only you, need to communicate.

Realising that the messenger IS the message, you are an integral part of the message and therefore you must prepare yourself as such.

Creating a narrative around that message and how to connect with your audience so that they recognise your voice, no matter how many other voices they hear.

Find and use your powerful voice, not just use it but nurture it because it will need all the care it can get.

Our greatest wish is that it will help you to fall in love with storytelling, to communicate what you want to tell the world in the best possible way.

Storytelling is the most powerful skill you can develop to thrive in the 21st century, something that as humans we have been doing for over 40,000 years to give shape and meaning to our experiences and our lives.

HOW TO USE THIS BOOKLET

Here we detail all the ingredients that go into creating and delivering a powerful story.

Identify your communication challenge, the story you want to put out there and go through each chapter in no pre-defined order.

EXAMPLES OF THE POWER OF STORYTELLING

Storytelling is a fundamental aspect of communication, enabling people to connect on a more human and emotional level. In the business world, this can have profound implications for everything from marketing and sales to team building and leadership. Here are some statistics that highlight the importance of storytelling in business:

1. **Retention:** According to the Stanford Graduate School of Business, information retention rates increase significantly when a story is told. While people usually remember only 10% of the information presented three days after a presentation, **adding a story to that information increases the retention rate to 65-70%.**
2. **Persuasion:** Research by Green and Brock found that stories can significantly increase persuasion. Their study showed that people immersed in a well-told narrative were more likely to be persuaded by the story's message.
3. **Engagement:** A study conducted by the London School of Business found that stories are **22 times more memorable** than facts or figures alone.
4. **Marketing Effectiveness:** According to a report by OneSpot, storytelling in marketing **can increase conversion rates by up to 30%.**
5. **Brand Connection:** A study by Origin found that consumers were more likely to buy a product and pay a higher price if they heard a compelling brand story.

6. **Leadership Impact:** A study published in the Journal of Personal Selling & Sales Management found that executives who use stories have a higher perceived level of charisma by their employees.

7. **Employee Motivation:** A 2018 Forbes study showed that **55% of workers said they are more motivated** when they can see and understand the results of their work. This indicates that sharing stories about the impact of their work can help keep employees engaged and motivated.

8. **Trust in Businesses:** According to a study by Edelman Trust Barometer, 81% of consumers said they need to "trust the brand to do what is right" before making a purchase, indicating the importance of brand storytelling in establishing trust.

9. **Neuroscience Impact:** Research by neuroeconomist Paul Zak found that stories that are personal and emotionally compelling engage more of the brain and thus are better remembered than simply stating a set of facts.

Remember that data doesn't resonate without context or a narrative to give it meaning. This is where storytelling shines in the corporate and business world. It allows companies to create an emotional, human connection with their audience, whether that's customers, employees, or stakeholders.

HOW to get the best from this Booklet by applying the right mindset

By following these guidelines you can approach storytelling challenges with the right mindset and gain valuable insights to make your narrative as relevant and powerful as possible.

1 Be self-aware

You cannot enter a creative process without being aware of yourself and your surroundings. Don't THINK yourself into awareness, rather BREATHE yourself into it.

2 Approach playfully

Bring your inner child into awareness, laugh, allow your imagination to soar, entertain curiosity & what if questions with a playful attitude. Have fun.

3 Be willing to face the challenge

We are using storytelling as a way to connect and resolve complex problems, manage polarities and drive growth and thrive.

4 The Goldilocks principle



Not too much of each, not too little ... just right! If you manage to keep yourself in awareness you'll find the right approach for the different audiences

5 Embrace empathy, curiosity & courage

Empathy to connect with the other, curiosity to be open and willing to understand and discover and courage to open up and show up whole.

We will explore and identify the different ingredients that go into Storytelling with impact so that you can intentionally cake them into your narrative.

Your challenge will be to include these ingredients when crafting your story.

Describe tu desafío de comunicación				
Tu por qué	Define tu audiencia	Métodos de persuasión	El Mensajero es el Mensaje	La sal de la vida
			Energía Enganche Exploración	Muestra Encuadra Sorprende
El Mensaje Central		NARRATIVE ARCS 	Call to action	

[CRAFT YOUR STORY.]

PROMPT QUESTIONS TO GET YOU GOING]

How will you open, begin your story?

What narrative arch will you be using?

How are you planning to surprise your audience?

What are you going to invite them to do? [call to action]



STORYTELLING

Ingredients for storytelling with Impact

Index

- 1.The objective of your story
- 2.The Central Message
- 3.The Messenger IS the Message
- 4.Call to Action
- 5.Know thyself
- 6.The Salt of Life
- 7.Define your audience -and get to know it.
- 8.Narrative Arcs
- 9.Methods of persuasion
- 10.How to begin
- 11.Telling your story
- 12.The Ending

THE OBJECTIVE OF YOUR STORY

ASK YOURSELF

Is it a pitch? Is it a personal story? Is it a project? Is it a new idea

What do I want to communicate?

What action or behavior do I want to lead my audience to?

**I WANT TO CREATE A
story/presentation/narrative**

TO (Objective)

THE CENTRAL MESSAGE

ESTABLISH YOUR **WHY**

The ultimate reason behind why you are creating this narrative.

IDENTIFY YOUR **CENTRAL MESSAGE**

What is the the message you want to convey in your storytelling.

Should you subtract everything except the essential, what would the central message be

The same WHY can be behind various different messages.

THE MESSENGER IS THE MESSAGE

**YOU ARE THE MESSENGER AND AS SUCH
YOU ARE THE MESSAGE**

ENERGY

Be mindful of your energy level.

Energy is contagious.

The energy you bring is the energy your audience will reflect back to you.

ENGAGE

Ask questions, interact, 'see' your audience, acknowledge their presence in its totality (remember Sawubona/Shikoba), open the space for introverts, allow for silences, bring examples, invite people to share their experience. Think 'how can I serve and add value' to my audience.

EXPLORE

Make space for your audience to go on this journey with you, people support what they help create, involve them through a Call to Action.

Learn to do this with Marshall Ganz's Public Narrative

The story of **ME**

The Story of **US**

The Story of **NOW**

[PLEASE CLICK HERE TO READ ABOUT IT
MORE IN DEPTH](#)

CALL TO ACTION

The difference between a simple description of facts and a story is that in the story we lead people into the universe we want to create and also influence them to make decisions that lead to action: CALL TO ACTION.

What do you want people to do after hearing your story?

How are you going to pitch it to them?

How can they be part of the story, how can they help, join in?

Oftentimes included at the END of your story, the call to action is proof of an open and empathetic approach.

KNOW THYSELF

SELF-AWARENESS AS THE CORNERSTONE OF EMPATHY, CURIOSITY & COURAGE

Why is it important to understand and be aware of ourselves

As human beings we understand and decode the world around us through a series of filters that colour the world in different ways.

Our biases, operating systems, personality traits, past experiences and conditioning may limit the way we see the world around us.

Here are some tools to help you increase your self awareness and allow you to go beyond the filters and conditioning that no longer serve you.

KNOW THYSELF

ARE YOU ABOVE OR BELOW THE LINE?

Quickly become aware of the emotional/psychological space you're in before embarking on a project & learn to read others

FIND YOUR VOICE & IDENTIFY YOUR VALUES IN A NOISY WORLD

In a noisy world, if we become too distracted, something or someone else will take over and decide for us, our information diet, what we buy, what we do. Defining our values acts as our North Star to guide us to the version of ourselves we want to see.

STRUCTURE MEANINGFUL CONVERSATIONS

Begin by self reflecting on yourself with the help of the Personal Canvas and then step out of the individual space to connect with others in a meaningful way.

WORK ON YOUR COURAGE

It takes courage to show up, to stand vulnerable and open to deliver a message. Practice these tools to demystify some of your fears.

CHECK THE HYPER ISLAND TOOLBOX

GROUNDING TECHNIQUE

COACH YOURSELF

GRATITUDE EXERCISES

MY DAILY PACT

CIRCLE OF TRUST

THE SALT OF LIFE

Give your story extra taste

FRAME

give what you really want to communicate, the space it needs.

SHOW

Show not tell whenever possible.

SURPRISE

Nothing engages more than surprise, what could be something unexpected, different, that you could bring into the story?

DEFINE THE AUDIENCE & get to know it

IDENTIFY YOUR AUDIENCE

Who are you addressing your message to?

Is it one person? a group of people? an audience? a crowd?

Who are you addressing your message to?

WAYS TO GET TO KNOW YOUR AUDIENCE :

Personality profiling with Myers Briggs

Map your ecosystem

Persona & Empathy Map

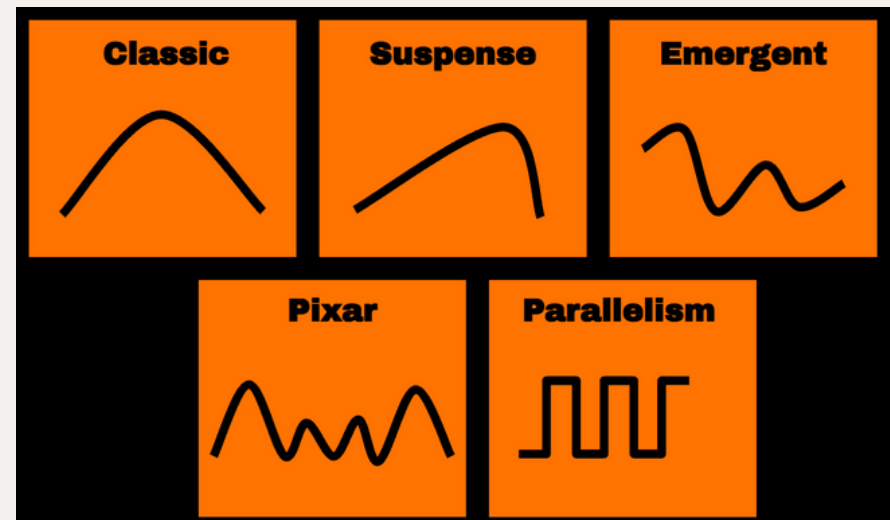
NARRATIVE ARCS

How am I going to structure my story?

What is the best narrative arc for the message I want to delivery to this audience?

What experience do I want my audience to have as they listen/read my story?

The narrative arc is the timeline, the succession of events, from Aristotle's classic 'beginning, middle and end' to the parallel narrative arcs used by Martin Luther King in his 'I had a dream' speech.



narrative arcs

1. **CLASSIC:** The Classic narrative arc, also known as the "Hero's Journey," typically involves a character who sets out on a quest, faces and overcomes challenges, and eventually returns home transformed. Key elements include the call to adventure, trials, a major crisis or ordeal, and the resolution.
2. **SUSPENSE:** Suspense arcs keep the audience on the edge of their seats by delaying the resolution of a conflict or threat. They are characterized by rising tension, unexpected twists, and the gradual reveal of key information, which together serve to keep the audience engaged and eager to find out what happens next.
3. **EMERGENT:** An Emergent narrative is one where the story unfolds and develops in an unpredictable way, often because it's being shaped by the actions or decisions of the characters (or even the audience) rather than being pre-planned in detail by the author. This can make the narrative feel more organic and authentic.
4. **HEROE:** The Hero narrative arc (or "Hero's Journey") typically follows a protagonist who embarks on a quest, faces and overcomes a series of trials, and then returns home transformed in some way. This arc is common in many myths and epic tales, and often involves elements like a call to adventure, mentor figures, a major crisis, and a final resolution.

1. **PIXAR:** Pixar movies often follow a particular pattern: the protagonist is introduced in their normal environment, they experience an inciting incident that disrupts their status quo, they embark on an adventure (often with a partner), they face and overcome major challenges, and finally they return to a new status quo having changed or grown in some way. One well-known "Pixar pitch" format is: "Once upon a time there was _____. Every day, _____. One day _____. Because of that, _____. Because of that, _____. Until finally _____."
2. **PARALLELISM:** A Parallel narrative arc involves two or more related storylines that unfold simultaneously, often intersecting or influencing each other in some way. This can add complexity and depth to the narrative, as well as create suspense or dramatic irony (where the audience knows something that the characters don't).

PERSUASION

ARISTOTLE'S METHODS OF PERSUASION

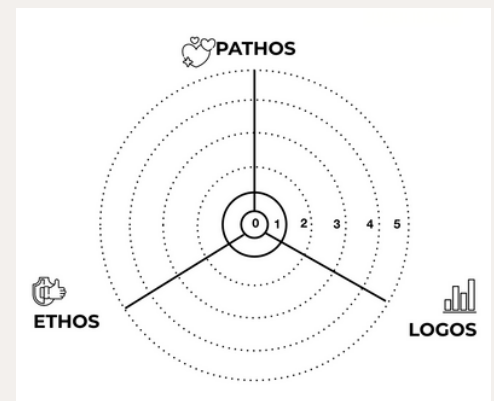
¿What is the best combination of persuasive ingredients for your message considering your audience?

To what extent do you need to establish credibility for your audience to believe in you? **ETHOS**

To what extent is emotion important for your audience, what elements of **PATHOS** will you factor in?

And how much do you need to make your audience think with data, statistics (**LOGOS**).

Use this tool to help you visualize the right proportion of each for your audience



HOW TO BEGIN

How you begin telling your story determines the tone and experience of the rest of your narrative.

Start with action: Start the story with an exciting or dramatic event that grabs the audience's attention and draws them into the story. This could be anything from a car chase to a magical battle.

Start with a question: Pose a question at the beginning of the story that makes the reader curious and eager to find out the answer. This could be a philosophical question or a specific mystery.

Begin with a vivid description: Paint a vivid picture of the setting or characters at the beginning of the story that helps the reader visualize and immerse themselves in the world of the story.

Begin with a statement that challenges expectations: Start with a statement that challenges the reader's assumptions or expectations, making them wonder what the story will be about and how it will unfold.

Begin with a personal connection: Start with an experience that readers can relate to on a personal level, making them feel invested in the story and eager to see how it unfolds.

Remember, the beginning of your story sets the tone for the rest of the narrative, so it's important to make it engaging and memorable.

TELLING YOUR STORY

Using your voice and tone effectively is crucial to engaging storytelling.

Vary your tone: Use different tones of voice to convey different emotions and to add emphasis to key points. Avoid speaking in a monotone as this can quickly bore your audience.

Use pace and pauses: Vary your pace and use pauses to add suspense or to emphasize key points. This can help keep your audience interested in what you are saying.

Use vocal inflection: Use vocal inflection to add emphasis to certain words or phrases. This can help convey emotion and keep your audience interested.

Use body language: Your body language can also help convey emotion and keep your audience engaged. Use hand gestures and facial expressions to add emphasis and help convey your message.

Speak clearly and confidently: Be sure to pronounce your words clearly and speak with confidence. This will help your audience understand what you are saying and feel confident in your storytelling abilities.

Avoid filler words and crutches: Filler words like "uh," "mmm" "ok?", "right?", "right?", can be distractions and take focus away from your story. Practice eliminating them from your speech.

THE ENDING

Make sure you give the ending of your story as much attention as you do the beginning and development of it.

Are you going to use the Call for Action?

Are you going to leave it open and invite to sharing by the audience.

Whatever the ending be mindful to have a plan conducive to achieving the objective of your story.

Books, articles & resources to go deeper

BOOKS

- "El poder de la historia" by Peter Guber: In this book, Guber shares insights from his experience as a successful executive in the entertainment industry and explains how the right story can move people to action.
- "El guión Story" by Robert McKee: This is a Spanish translation of McKee's famous book on the principles of storytelling, specifically in the context of scriptwriting.
- "Cuentos para pensar" by Jorge Bucay: This book contains a compilation of therapeutic stories or parables, which Bucay uses in his psychotherapy practice.
- "La estrategia del cuento" by Ramón Lobo: This book is a guide on how to use storytelling in journalism, with numerous examples.

ARTICLES

"El poder del storytelling: cómo contar una historia que encante a tu audiencia" by María Sánchez, published on 40deFiebre.

- "Storytelling: el arte de contar historias para comunicar tu marca personal" by José Facchin, published on josefacchin.com.
- "El Storytelling en la empresa: la importancia de contar buenas historias" by Raquel Gómez, published on iebschool.com.
- "La importancia del storytelling en marketing y cómo aplicarlo" by César Piqueras, published on cesarpiqueras.com.

VIDEOS

Links to the videos we saw during the session & more

Example of the power of the central message:

[Fans inmortales](#)

Example of the Suspense narrative arch

[Elton John](#) trajectory

Storytelling with data

[Cole Nussbaumer Knafl](#)

[Scott Berinato](#) autor of 'Good Charts'

Public narrativa: self, us, now- in action

[James Croft](#) public narrative

[Another example of public narrative in action, by Barak Obama](#)

About Hyper Island

We design learning experiences that help you grow.

To grow in areas such as Innovation - High Performing Teams - Future Thinking - Leadership - Change Management & Storytelling.

Hyper Island prepares individuals and organizations to **anticipate and adapt to the changes of tomorrow, today**. Through partnerships with companies all over the world, we help create dynamic and innovative cultures that accelerate long-term change.

You can find us in London, São Paulo, Stockholm, Singapore, New York City, Manchester, and Karlskrona.



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Got questions?

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