

Why Leaders Need To Be Great Storytellers

Your presentations are falling flat.

Your team can recite the corporate mission, vision, and value statements, but they can't tell you what they *mean*.

Why? There's no emotion.

There's no *story*.

How Storytelling Affects The Brain

NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story into their own ideas and experience thanks to a process called neural coupling.



DOPAMINE

The brain releases dopamine into the system when it experiences an emotionally charged event, making it easier to remember and with greater accuracy.

MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

How Do You Create A Story People Will Love?

Focus On Your "Story Customer" And Their Context



Who is the story for? What is their context? Make your stories relatable, and choose the communication vehicle that fits their context.

Make It Authentic



Real stories have more emotional impact than fabricated ones. Use details! It helps if the story is told by a trusted member of the community.

Give The Story Movement



Start your story with a problem or situation and then tell how that problem is resolved. The more challenge in the story, the more interesting.

Make It Value-Oriented



What value, insight, service resolved the problem? Demonstrate your values, who you are, how you show up for others.

Test The Efficacy



Test your story on a representative group of recipients to make sure it has the intended meaning and impact before you "go big."

The Net-Net = C.U.R.V.E*



Does the recipient want to know what happened?



Does the story create a sense of "must get this done now!"



Is the story relevant to the recipient's situation or context?



Does the story reflect my values, is the story valuable to the recipient?



Does the story have an emotional impact? Is it funny, scary, surprising...?

*with gratitude to the Marketing Profs team for certain source material

Ready to use storytelling to increase revenue and close sales faster?

Download our complimentary guide, *From Cool To Compelling: Understanding Emotion In The Sales Process*

www.SmartTribesInstitute.com/MoreSales

