

VCC PSaSNfL Course - Day 03

Daniel Thorpe | 4 November 2024 | 6:00p-9:00p

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Introduction

Review / Questions

Short Quiz

2

Review / Questions



3

Short Quiz



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01. Student Presentations

Kay
Victor
Amanda
Alena

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Interlude / Break

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02. Active Listening Exercise

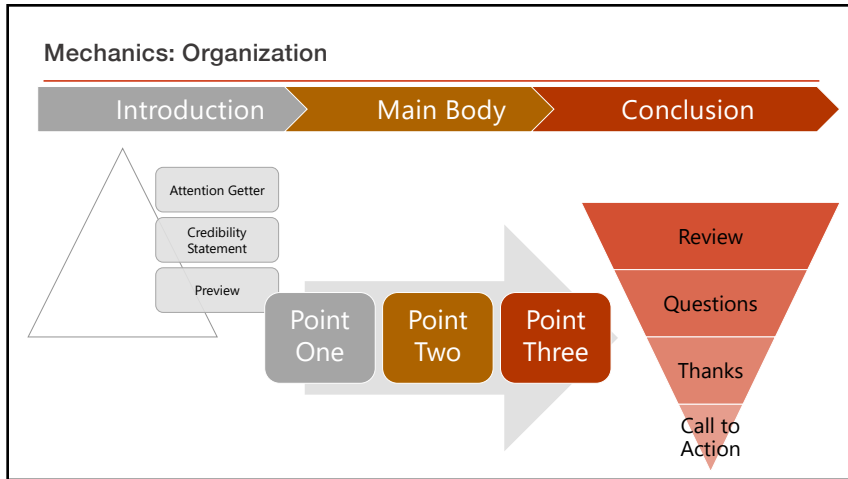
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03. Storytelling Part Deux

Mechanics:
•Organization
•Technique

Content (Storytelling)
•Character
•Setting
•Plot
•Theme

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Mechanics: Technique

- Can start with a promise to be fulfilled by the end.
- Maintain eye contact.
- Be animated and move; get out from behind the podium.
- Pause every now and then for questions.

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Character

- Creates Identification
- Empathy
- Personal Involvement

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Setting

In business storytelling the setting is often your starting situation; the question or problem you're looking to solve.

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Plot

- Driven by the situation and character.
- Each action drives the next (not just one thing after another).

The diagram illustrates the plot structure as a series of stages connected by arrows. It starts with 'Exposition' (a character in a landscape), followed by 'Inciting incident' (a character with a lightning bolt), 'Rising action' (a character with a sword), 'Crisis' (a character with a dinosaur), 'Climax' (a character with a sword), 'Denouement' (a character with a crown), and finally 'End' (a character with a castle).

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Theme

- What your story is "about".
- Not the same as its topic or subject.
- What do you want the audience to take away?

Topic: A Call to Bill Hewlett.

Theme: You have to ask / take action.

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Storytelling Exercise

- With your partner, select a past incident that you learned a lesson from (your theme). This could be a holiday where all went well (or poorly), a job interview, etc...
- Prepare a short presentation to tell this story with:
 - An Introduction that previews your theme;
 - A Main Body that tells your story;
 - A Conclusion that reinforces your theme.

The photograph shows a group of people in a meeting. One person is standing and gesturing, while others are seated around a table, looking towards the speaker.

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04. How to Build a Strategic Narrative

The photograph shows a group of people in a meeting. They are gathered around a table, looking at a large map or chart. One person is pointing at the map, while others are looking on.

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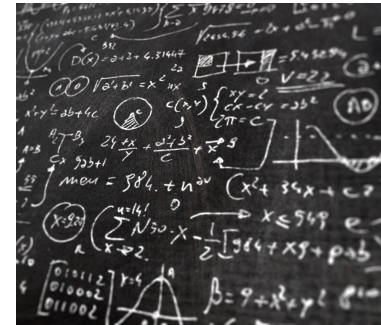
Beyond Mission & Vision Statements



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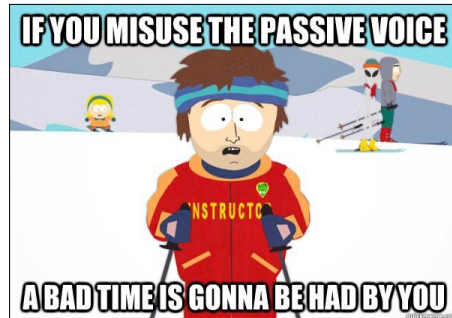
A Strategic Narrative...

- Includes your organization's people and their roles.
- Shows your direction and purpose.
- Reflects your organization's DNA.



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05. Language Tidbit: Passive Voice



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Passive Voice

Convert from passive to active voice:

- Our membership meeting was postponed by the president.
 - The president postponed our membership meeting.
- The résumés of job candidates are sorted quickly by our Banner software.
 - Banner quickly sorted the résumés of our job candidates.
- Computer paper was ordered yesterday.
 - I ordered computer paper yesterday.

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Passive Voice (Bonus)

Convert from active to passive voice:

- We must delay shipment of your merchandise because of heavy demand.
 - The shipment of your merchandise was delayed because of heavy demand.
- The technician could not install the computer program.
 - The computer program could not be installed.

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Conclusion

Day-04 Homework

YouTube Resources

Questions

See You on the 18th!

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Day-04 Homework

1. Read the handout "Example Strategic Narrative".
2. Pick a topic for your second presentation.
3. Email me your Presentation-02 outline (using the Outline Worksheet) no later than Noon, Wednesday, 13 November 2024.
4. Email me your Presentation-02 slides NLT Noon, Monday, 18 November 2024.
5. Be prepared to present on either 18 or 25 November 2024.

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YouTube Resources

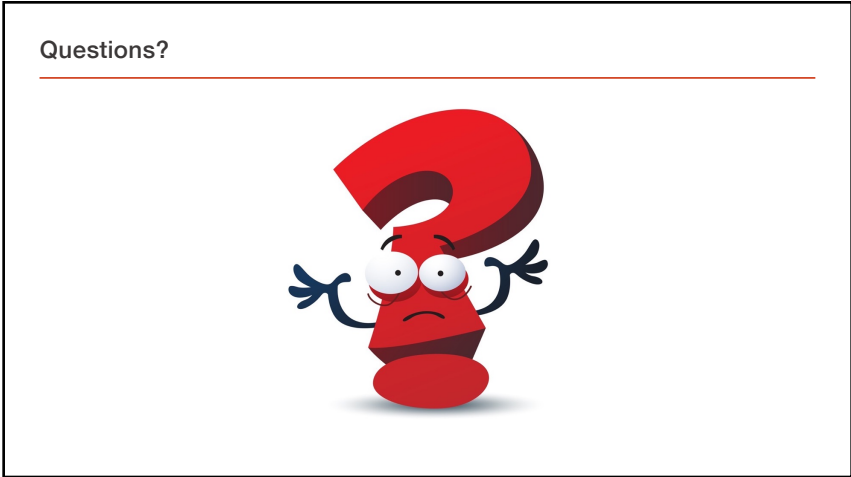
PowerPoint Storytelling: How McKinsey, Bain and BCG create compelling presentations
<https://www.youtube.com/watch?v=HnlWiVs9P5o&list=WL&index=39&t=337s>

How Leaders Tell Stories | Majeed Mogharreban
<https://www.youtube.com/watch?v=vDTcAeSTXOs>

3 Storytelling Techniques To Deliver Unforgettable Stories | Philipp Humm
<https://www.youtube.com/watch?v=OEx8yRbNw9o>

How to Start a Speech | Conor Neill
<https://www.youtube.com/watch?v=w82a1FT5o88&list=PLPs4hb6JetdaBT7MbChiy592Kahyn9EIT&index=1>

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