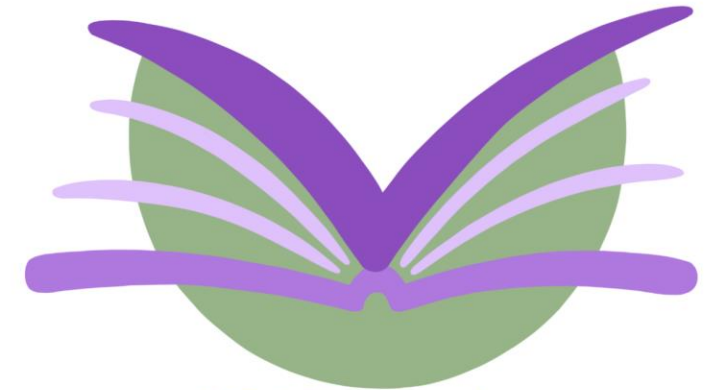


Applied Storytelling



Vibrato

Boost Your Team's Performance... With Storytelling

Vikki Kirby

SDI, Manchester

12 September 2019

ONCE UPON A TIME





Good and bad stories



Top Stories

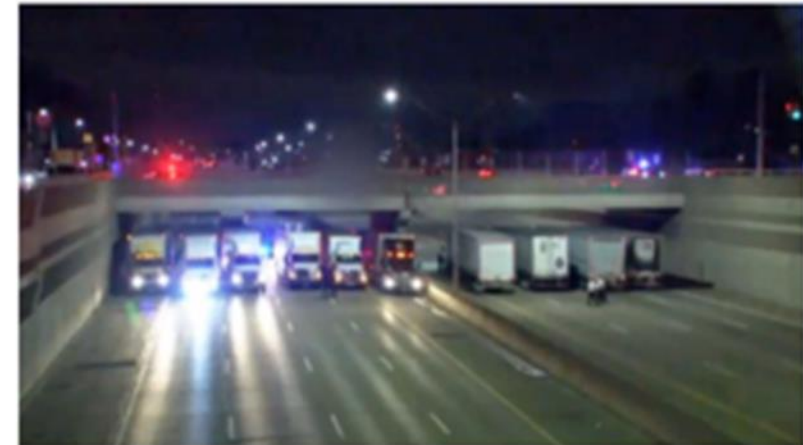
Wolf captured after escaping wildlife sanctuary



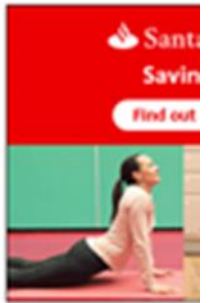
A wolf which sparked a police search after escaping from a wildlife sanctuary in Berkshire has been captured.

Lorries park under bridge to help suicidal man

The 13 lorry drivers stayed there for four hours while police in the US talked to the man, who eventually received medical help.



Police called on the truck drivers to aid their efforts to help the man. Pic: FOXNews



Top Stories



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It's participation time!

- In pairs
- One minute each to discuss:

Something you remember from your last good meeting

Was there a story?

Why did it feel good / motivating / useful?





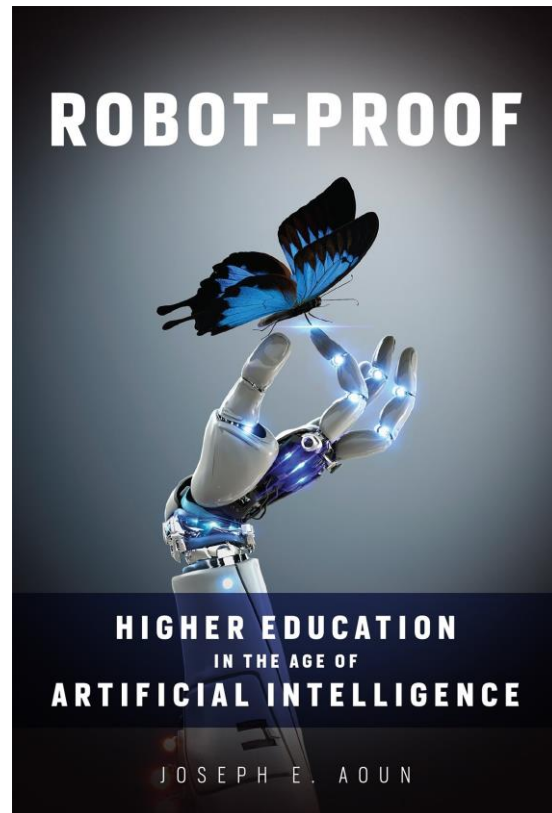
Facts on a slide

1. RRH has to walk 0.54mls from Point A (home) to Point B (Grandma's)
2. RRH meets Wolf, whom (1) runs ahead to Grandma's, (2) eats her, and (3) dresses in her clothes
3. RRH arrives at Grandma's at 2pm; asks her 3 questions
4. Identified problem: after 3rd question Wolf eats RRH
5. Solution: vendor (Woodsman) employs tool (axe)
6. Expected outcome: Grandma and RRH alive; Wolf is not

Great leaders change lives



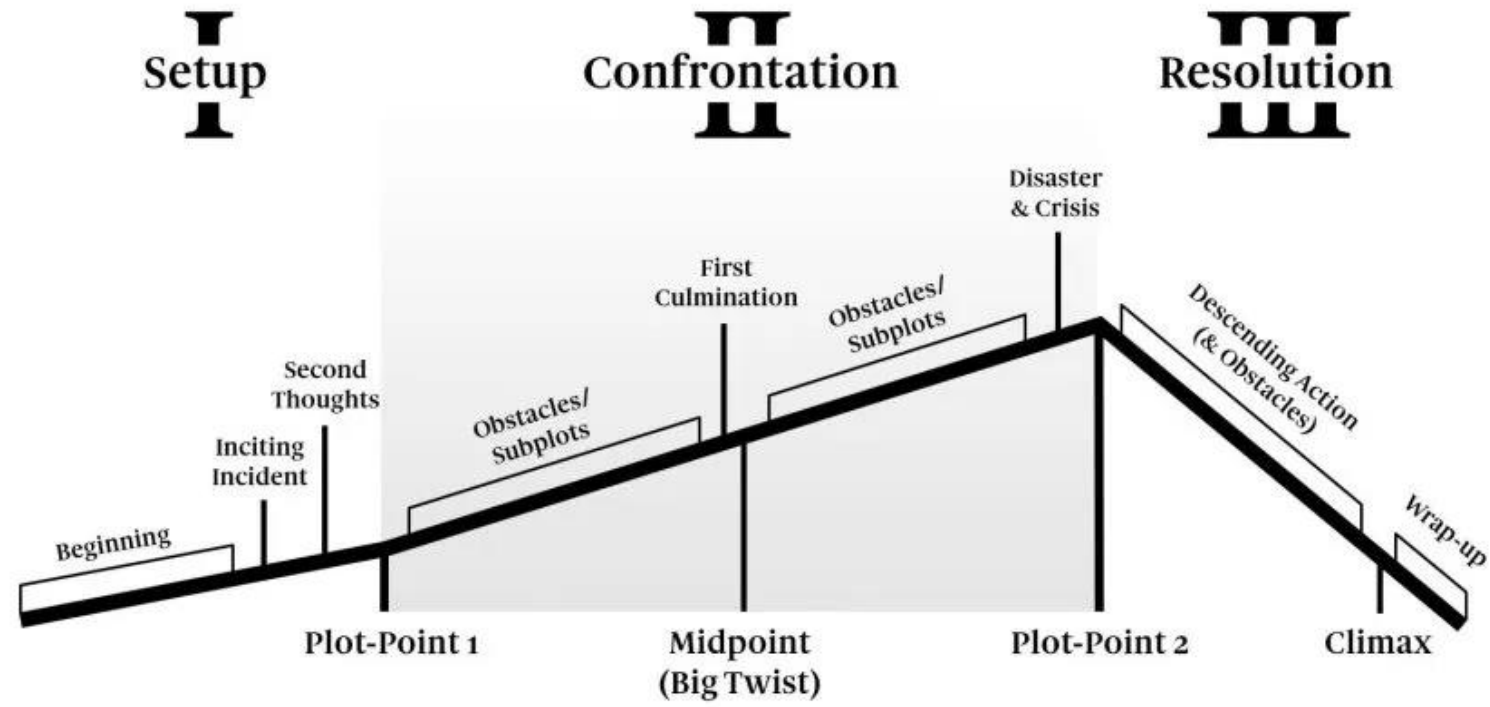
It will never again be this slow



“A sequence of causally connected
dynamic events that change a
person’s life”
Robert McKee



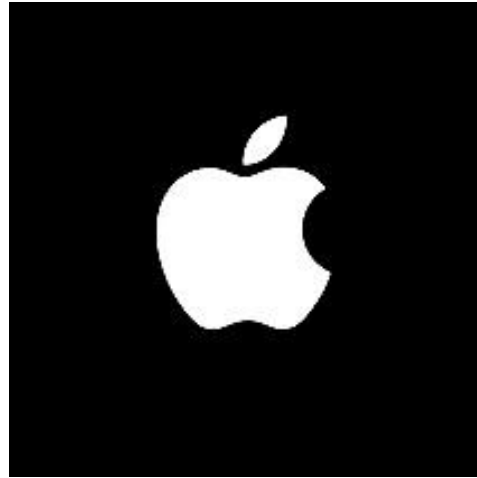
Three-Act Structure



by Philipp Trübiger



Visionary brands have a
Storified Organisational Culture



amazon



Adobe







Data Storytelling

Figure 3.17 shows your original graph.

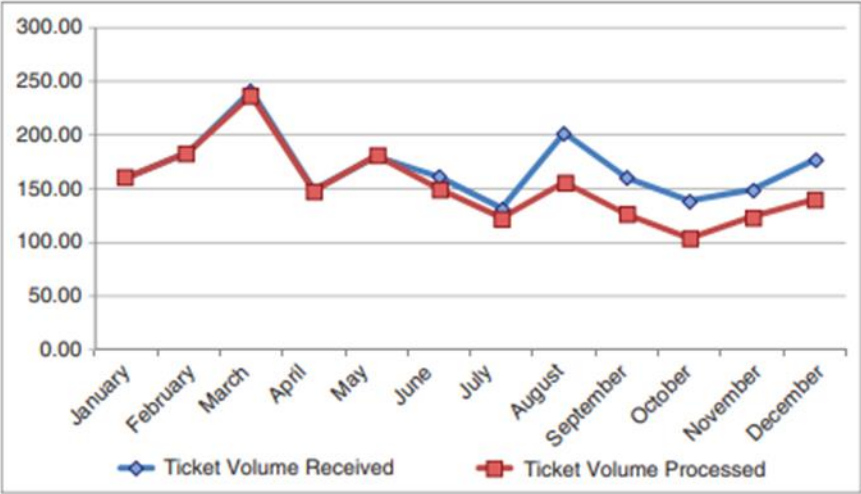


FIGURE 3.17 Original graph

Please approve the hire of 2 FTEs

to backfill those who quit in the past year

Ticket volume over time



Data source: XYZ Dashboard, as of 12/31/2014 | A detailed analysis on tickets processed per person and time to resolve issues was undertaken to inform this request and can be provided if needed.

FIGURE 0.3 Example 1 (after): storytelling with data



Making it personal

The Story House



Our Service Desk is the oil in engine that keeps the business moving forward in pursuit of our objectives

By resolving issues fast and helping people help themselves the next time around.

Proof Points:

- Metrics etc.

With leaders who manage a happy team of support partners who feel heard and are prepared to hear the needs of customers.

Proof Points:

- The other day (individual customer story)

By being a valued business partner and a go-to place for transformation.

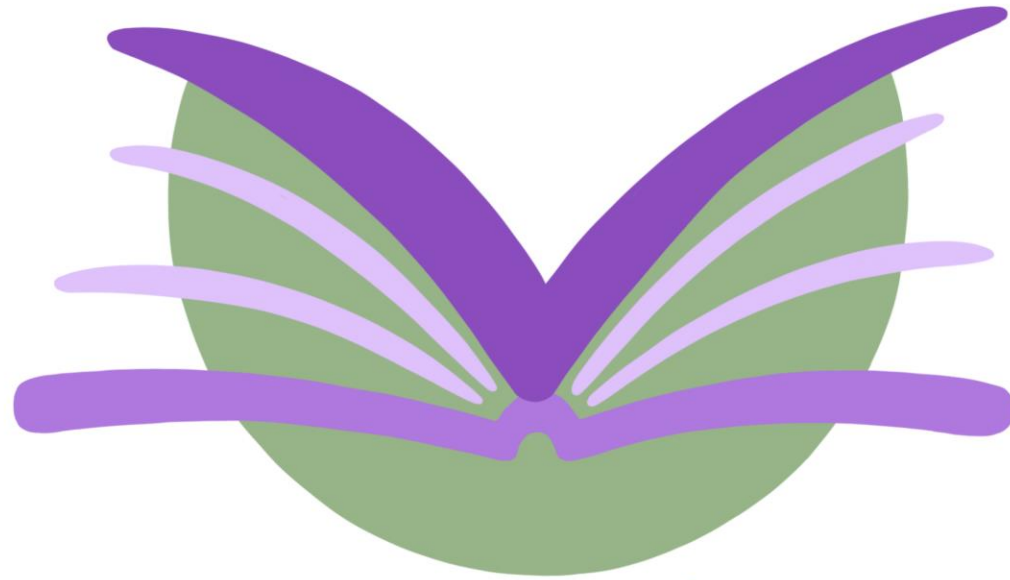
Proof Points:

- Evidence of involvement in strategic thinking.

Foundation: 24 hour service / turnaround time / etc.

Enjoy exploring Storytelling!





Vibrato

Thank You