

When to Use a Story

- Spark action.
- Communicate who you are.
- Transmit values.
- Foster collaboration.
- Share knowledge.
- Lead people into the future.



Four Story Types

Bridging the Gap

- Say how it is now.
- Paint a picture of the future.
- We need to change.



Analogy

- Take a different view.
- Appeal to the familiar.
- What can we learn from it that will help us?



Evidence/Results

- It's been done before.
- It can be done again here!
- Problem–Solution–Result.



Hero's Journey

- There was a call to action.
- There were big obstacles.
- I/we overcame them.



When to Use Each Type of Story

Story Type

When to Use

Bridging the Gap



- Demonstrate how a problem was solved
- Paint a compelling picture of a future state
- Communicate business impact

Analogy



- Explain complex or new ideas
- As a cautionary tale
- When decision making is slow or stalled

Evidence/Results



- When others are skeptical
- When proof of results is needed
- Communicate business impact

Hero's Journey



- Show progress over time
- Appeal to emotions
- Show how challenges were overcome