

STORYTELLING

— AND THE ART OF —

INFLUENCE

CONNECT DEEPLY TO THE HEARTS & MINDS OF OTHERS
TO ENGAGE, INFLUENCE AND CREATE LASTING IMPACT.

BRANDING CUSTOMER SERVICE SALES ANNOUNCEMENTS RELATIONSHIPS TEAM MEETINGS
INFLUENCE CULTURE TEAM BUILDING CX CONNECTION MANAGEMENT ACCOUNT STAKEHOLDER ENGAGEMENT
INVESTOR RELATIONS NEGOTIATIONS PERFORMANCE REVIEWS EXECUTIVE TOWN HALLS SUPPLIER RELATIONSHIPS SALES
BOARD MEETINGS MARKETING INTERVIEWS SUMMITS LEADERSHIP CONFERENCES

WHY STORYTELLING? WHY INFLUENCE?



Think of any leader or influencer who has instilled, inspired or initiated a response in you. Positively or controversially. Their ability to claim your attention, invoke your senses and enable a response in you is undoubtedly powerful.

Storytelling is built into our DNA. It is how we have connected and shared for thousands of years.

From ancient times, stories have captivated us. Helped us to relay, connect, contribute and conquer.

Why are stories so compelling? Because they help us to understand one another through relating.

***Stories make change.
Incredibly told stories make progress.***

Re-learn your natural skill for story and ability to communicate on a deeper level for impact and influence.

Learn how to harness your unique storytelling voice and amplify who you are and what you do.

Master the art of audience intention - design your communication to transform how others feel, think and act.

Understand how to empathise with others to connect, engage and influence.



STORYTELLING CAN HAVE PROFOUND IMPACT IN YOUR BUSINESS

INSPIRE A TEAM TO BUY INTO YOUR VISION

CONNECT DIVISIONS THROUGH PURPOSE

LEAD WITH PURPOSE & INSPIRE ACTION

GET A BUSINESS CASE ACROSS

HUMANISE YOUR BRAND

SPREAD IDEAS THAT MATTER

LEAD CUSTOMERS ON A JOURNEY

MAKE DATA RELEVANT AND MEMORABLE

CREATE A BETTER FUTURE

SHAPE COHESIVE TEAM MEETINGS

DEEPEN SUPPLIER RELATIONSHIPS

ADD VALUE AND MEANING

IMPROVE NPS SCORES

ENGAGE AND INCLUDE STAKEHOLDERS

BUILD A CONNECTED CULTURE

A LITTLE STORY

Real example in the workplace: A general manager decided one day to reveal his story to his team. About why he really took the job. It was deeply connected to a personal experience he'd once had. The email went to thousands of people, and hundreds of them replied. Their response had

them sharing with him and connecting to him on a whole new level. It connected them all back to the relevance of their clinical work. An unexpected result later that quarter, the engagement scores in that business increased significantly. Story has power to connect and reconnect.

STORYTELLING

+

BEHAVIOURAL CHANGE

What do you think being a film director and storyteller brings to leadership and influence?

““

Being a director is leading a large crew and actors - connecting them to a vision, to tell the story that will impact an audience. It's about telling a story, so others feel it's theirs as much as it yours. That's where buy in and connection happen.

””

MO

What do you think your behavioural change work and experience in curating for TEDx bring to storytelling?

““

It's about insight into yourself, and then when you can articulate your message well, you do something meaningful with it. As leaders we need to use our responsibility to impact others.

””

SUZANNE

***Learning to tell a good story for influence is important.
But meaning what you tell is crucial.***

*This isn't just a tick the box, tell a story exercise.
Narrative is hollow if the storyteller doesn't mean what they say.
Leaders are believable when they believe themselves and are explicit in their communication. This is the key to transforming good stories into stories that matter.*

PROGRAM OUTLINE

SESSIONS, FORMAT & TIMELINE

GET READY

2 hr leader session + participants prep video

APPLICATION MAPPING
Identify opportunities for on the job application. (leaders)

PRE FRAMING
Context, commitment and aspirations. (participants)

1x 2hr session for leaders.
1x video and intentions workbook for participants.

FOUNDATION DAY - 1 DAY IMMERSION

1x full day session: 9am - 6pm

A purposefully immersive day designed to actively practice and experiment with how to:

MEAN IT

finding why you speak before what you say

DESIGN IT

learning frameworks & story building blocks

VOICE IT

know your authentic voice & hone your unique style

EXPRESS IT

flexible communication hacks for multiple environments

A mixed method day of learning including:
Theory, Breakout workshops, Practice sessions, In time feedback opportunities (facilitators and peer)

It is encouraged that the full day is utilised to build social connection and safety to practice and contribute. Teams who learn, eat and share together will create an environment to do more than learn, they deepen and transform. Practice makes progress. The more space for deep learning and work, the higher success rate of use back in the workplace.

DEEP DIVE WORKSHOPS - 5 SESSIONS

5x half day session: 9am - 2pm
+ 5x Key leader coaching sessions: 2:30pm - 4:30pm



RAPPORT & TRUST

Understanding and connecting to your audience needs. Being believable, vulnerable and clear in communication.



STORY MINING

Uncover the stories you didn't know you had. Appreciate the framework and learn adaptability within it.



RELATING & LANGUAGE

Learning to be flexible and nimble in communication. Verbal, audible and body language, explicit vs implicit.



SHOWING & TELLING

Mixed modes: 1 to 1, 1 to many, meetings, workshops, stagecraft and mindful preparation of setting.



INTEGRATION DAY

All you've learnt. Design and tell a story that matters to deliver impact and inspire change.



KEY LEADER COACHING

Debrief, discuss & feedback + activity support to embed learning.

The key senior leader and one other (usually a 2IC) will have personal time in group coaching with the facilitators to receive ongoing advice and feedback to further embed the group learning on site and on the job.

THE NEUROSCIENCE OF STORYTELLING

An HBR article titled “Why Your Brain Loves Good Storytelling” highlighted the research of neuroscientist Paul J. Zak and his lab’s study of what how good narrative storytelling impacts our understanding, our beliefs, and our actions.

Storytelling is not powerful because we ‘like’ stories, it’s powerful because it taps into the very nature of how our brains function and triggers chemical releases that shape our motivation, actions and desire to “buy in”.

From the release of Dopamine and Oxytocin (one engaging us to a message and one connecting us to it’s purpose) to Neural coupling, Mirroring and the benefits of increasing cortex activity, the effects of storytelling are more than craft, they are science.

NEURAL COUPLING

A well told story activates parts in the brain that allows the listener to turn the story into their own ideas and experience.

OXYTOCIN

The brain releases oxytocin into our system when we connect to a character driven narrative that reveals empathetic truths.

DOPAMINE

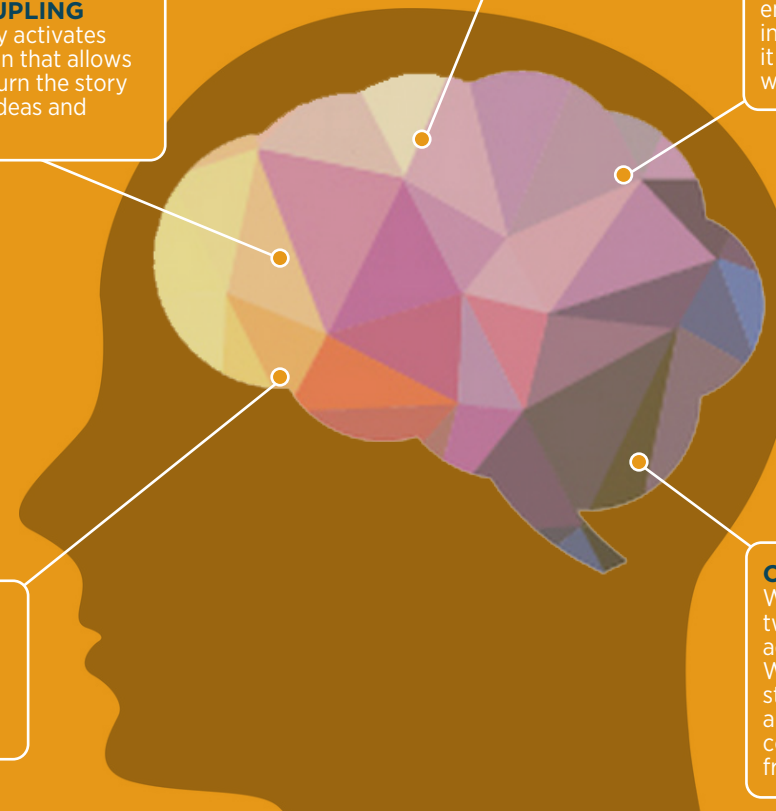
The brain releases dopamine when it experiences an emotionally-charged event, increasing our focus - making it easier to remember and with greater accuracy.

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 other areas including the motor cortex, sensory cortex and frontal cortex.



OUTCOMES WHEN INFLUENCING THROUGH STORYTELLING.

The essence in all story telling principles, is that when your story becomes their story, they will relate and be motivated to connect further with the message. This leads to greater action.

Stories well told result in buy in, new ideas, better conversations, easier negotiations, influencing decisions, people engagement, client care factor, superior service and employee cultural comfort.

Specific examples include:

RELATING

- Courageous conversations that require diplomacy take less time to deliver
- Trust is built with honesty and vulnerable (appropriate) sharing
- Performance Development discussions are comfortable and relatable
- Coaching sessions increase connection and improvement of skill develops quickly
- Feedback for improvement (behaviours/skills) is received more generously

SELLING & SERVING

- Sales increase because clients feel valued and connected with
- Relationships with clients are authentic with well told metaphors (which count as stories)
- Escalated complaints reduce when relevant examples through recounting other's success stories can show a client a way of problem solving together
- Clients simply want to deal with the organisation because they feel heard (relatable stories reflect understanding and creates an acknowledgement of empathy)

NEGOTIATING

- Designing and delivering business cases for approval are more complete (both verbal and written formats)
- Reports are written/spoken knowing how audiences best receive information
- Peer discussions (stakeholders) across divisions are more collaborative
- Supplier relationships are cohesive and bonded through connection and clear intention setting
- New ideas come alive and are understood when explaining a new concept through a relatable and familiar story
- Interviewing is easier to explain true nature of the role requirements and culture

LEADING

- Team meetings feel valuable through building deep rapport
- Revealing a new strategy is well planned and articulated for best reception
- Speaking to groups (awards, inductions, special events) are engaging
- Managing up is helped by using specific examples that help the leader understand the situation that is causing concern
- Influencing energy of the culture by casual relating in the lunchroom etc through confidence to relate on the spot
- Explaining new concepts to groups by way of translating through a familiar example
- Getting buy in to try something new and fail safe to grow results

LEGACY

- Passing on traditions and heritage
- Transferring from the old to the new
- Enabling history integrity to be maintained

METHODOLOGY & TECHNIQUES



OUR STYLE

Experiential & Tactile
Safe to fail environment
Experiment frames



Heavy facilitation (over traditional training)
Minimal powerpoint usage
High humour with deep connecting moments



During facilitation, adult learning & experiential learning principles apply. As with all group facilitation, the session is focused on helping all participants manage their own learning.

Following is a list of common methods & tools used. This is by no means an extensive list.

o Contracting within the team

A crucial beginning to the program whereby ground rules are set and expectations are managed with clarity.

This includes a model of the well-formed outcome process. To get extremely clear on the goals and outcomes for the session.

o Neuro-Logical Levels of Change

Understand personally and professionally, environmental factors, behaviours, skills, values, beliefs, identity and purpose at work.

- BRAINSTORMING
- ROLE PLAY
- BUZZ GROUPS
- DISCUSSION
- PEER FEEDBACK
- CROSSOVERS
- REFLECTION
- G.R.O.W. MODEL
- ROTATING BRAINSTORMS

o Facilitation Question Strategies

Seeking evidence, clarification, explanation, linking and extending, summary and synthesis.

o Problem Based Learning

Seek clarity, openly discuss, brainstorm, formulate learning objectives, work on learning objectives. Team inclusion to work together and solve problems together.

o Team Development Model (Whitaker & Whitaker)

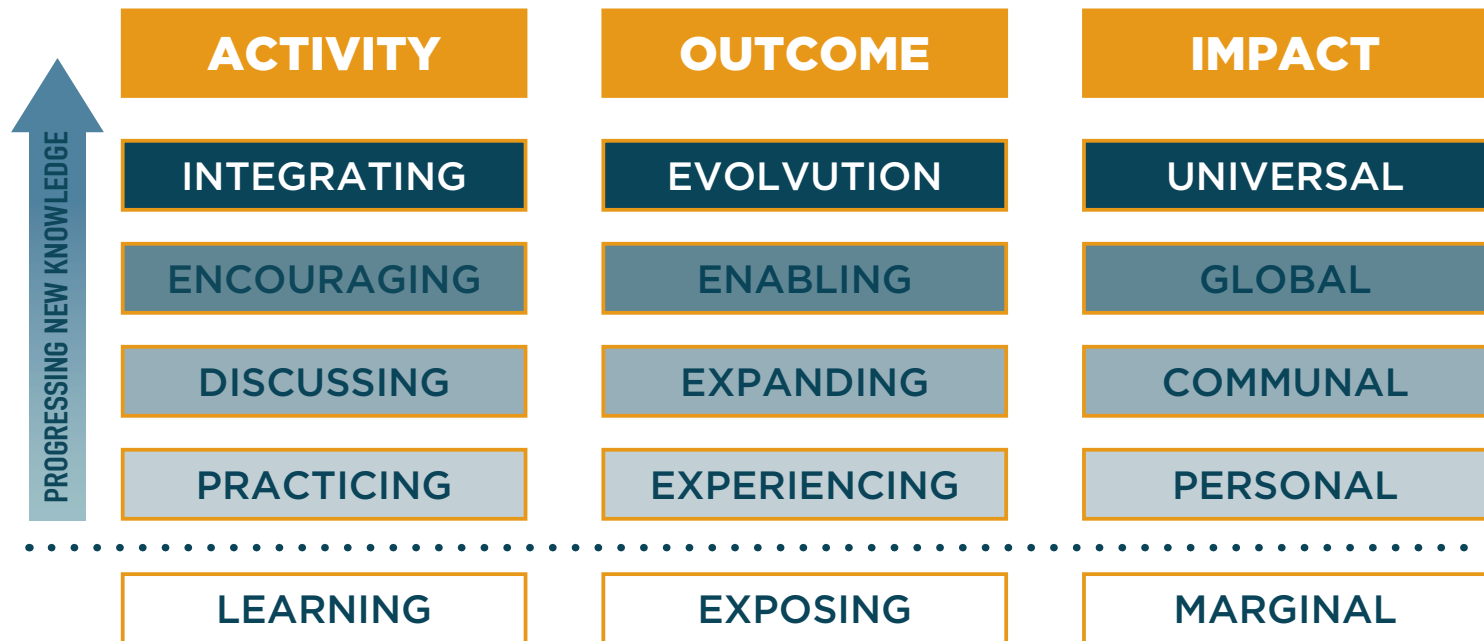
Collaboration, assertion, inclusion - phases include: Psychological drives, wants, energy focus relationships and behaviours.

- KARPMAN DRAMA TRIANGLE
- THE OK CORAL
- META PERSPECTIVES
- TRANSACTIONAL ANALYSIS
- BANDURA CURVE
- PERCEPTUAL POSITIONING
- MULTIPLE INTELLIGENCE ALIGNMENT

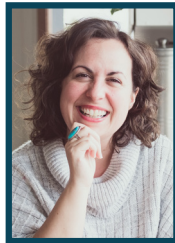
TRAINING TO TRANSFORMATION

Learning is a fundamental human need. If we don't translate that progression into action that matters, then we risk wasting efforts and indeed investment.

Our experiences are designed to not just teach people but to move them. We expect their learnings to apply universally in walks of their life.



ABOUT US



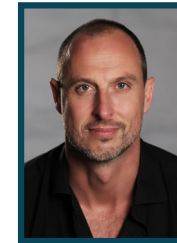
SUZANNE WALDRON

Suzanne is a behavioural change facilitator whose masters research focused on moving ideas into action through pro-social leadership.

Working with senior leaders across Australia, her focus is on explicit communication and solid peer to peer relationships.

She's an active ambassador for RUOK?, TEDxPerth Curator and Co-founder/director of short doco series Stories Out Loud.

A published author and media contributor, Suzanne has been nominated for Western Australian of the Year 2016 and twice 40 under 40.



MO MACRAE

Simon "Mo" MacRae is one of Australia's most in demand commercial film directors and author of the upcoming book "Hearts & Minds: how to connect and engage".

Mo coaches leadership teams on the art of storytelling to influence and the power of thinking like a director - designing rich audience experiences that build relationships and deliver lasting impact.

In 2007 Mo won Matt Damon & Ben Affleck's million dollar screenplay competition, Project Greenlight, with his brother Kenn. Their feature film "The View From Greenhaven" starring Wendy Hughes & Chris Haywood, ran in Australian cinemas for 31 weeks.

He has gone on to direct some of Australia's most loved TV commercials including the Sam Kekovich "Australia Day" Lamb ads. He has lectured and tutored in creativity and communication for over 20 years.

Great leaders
tell great stories
to make things
more believable
more buyable
more doable



TESTIMONIALS

“Storytelling is a great facilitation skill, it engages, demonstrates and reinforces messages. Suzanne has a unique talent for story-telling as a facilitator. Unique in that Suzanne can bring out the story telling in others, encouraging sharing. So not only are you engaged as a participant, you are actively building your self-knowledge and self-belief. What stories do you have to tell?”

~ Peter Ormond, Senior Manager
Customer Strategy & Planning, Landgate

“Mo MacRae knows the inner workings of the universal human psyche and what touches our heart, engages our mind and moves us to act. He combines the storytelling skills of a film-maker with the talents of a captivating speaker. Stories engage people most powerfully - for teams, partners, customers. He has mastered this invaluable art.”

~ George Betsis, CEO, Founder.

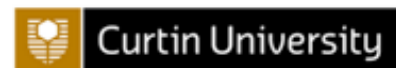
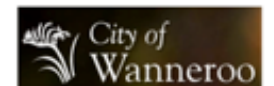
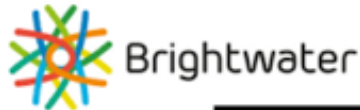
“My job is to make audiences laugh by transporting them to Effie’s world. Mo’s storytelling contribution was invaluable to the Virgin Bride stage show. We created moments of poignancy and belly splitting humour together. Effie would like to think the rave reviews and a sold out national tour were her doing alone. I know better.”

~ Mary Coustas, aka Effie Stephanides,
Logie Award winning icon.

“Investing in Suzanne’s program was a turning point in the development of the Executive Team at Brightwater. The difference with working with Suzanne is that programs are individually designed for your team and are completely flexible. This is no “off the shelf“ product. The outcomes we achieved together included a more robust and honest way of working, reduced barriers to communication and more agile and clear decision making. The team has rapidly moved into a more highly functioning space.”

~ Jennifer Lawrence CEO,
Brightwater Care Group

COMPANIES WE’VE WORKED WITH



STORYTELLING
AND THE ART OF
INFLUENCE

SUZANNE WALDRON & MO MACRAE