

WORKBOOK

HELLO

Welcome, fellow storyteller!

Inside these pages, you'll find tons of tools, exercises and tricks to tell unforgettable stories.

So, grab a pen, get your creative juices flowing, and unleash the storyteller within you.

Happy storytelling!



Philipp

TRUSTED BY LEADING ORGANIZATIONS

Google

VISA

bol.com

BAIN
& COMPANY

Uber

e.on

ORACLE

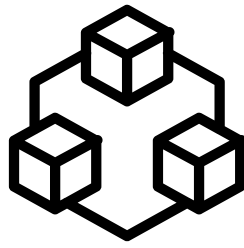
NOOM

JUST EAT

HOYA

INSEAD

NewtonX



MODULES

01 WHAT IS STORYTELLING?

02 STRUCTURE STORIES

03 ENHANCE STORIES

04 FIND STORIES

“

Inside each of us is a natural-born storyteller, waiting to be released.

— Robin Moore

”



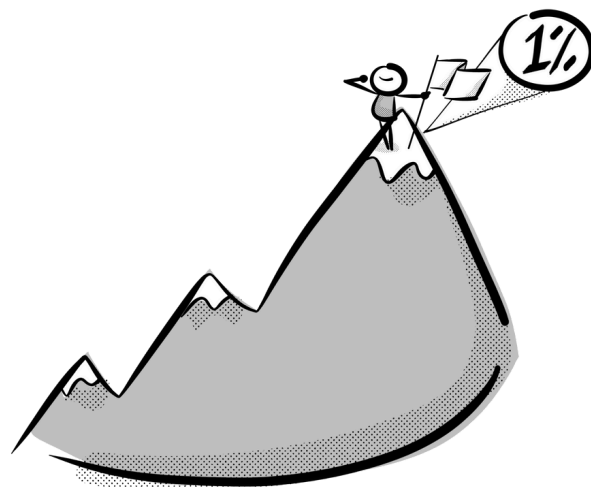
MODULE #1

**WHAT IS
STORYTELLING?**

WHAT IS A STORY - OVERVIEW

A good story is about a moment when a person faces a challenge that changes how they think, feel, or act.

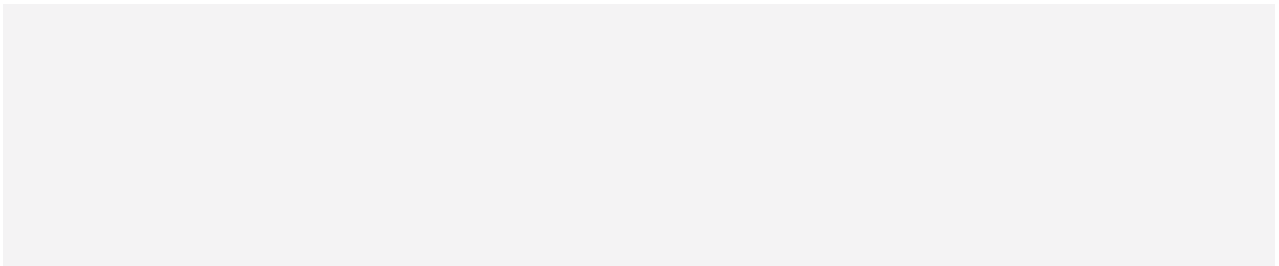
| ELEMENT | OVERVIEW |
|-----------|---|
| MOMENT | A good story centers on a specific moment or moments in time. It's not a summary of events. |
| PERSON | A good story is about people and not about companies, products, or processes. |
| CHALLENGE | A good story involves some conflict or something unexpected that shakes things up. |
| CHANGE | A good story shows how the person changes throughout the story. |



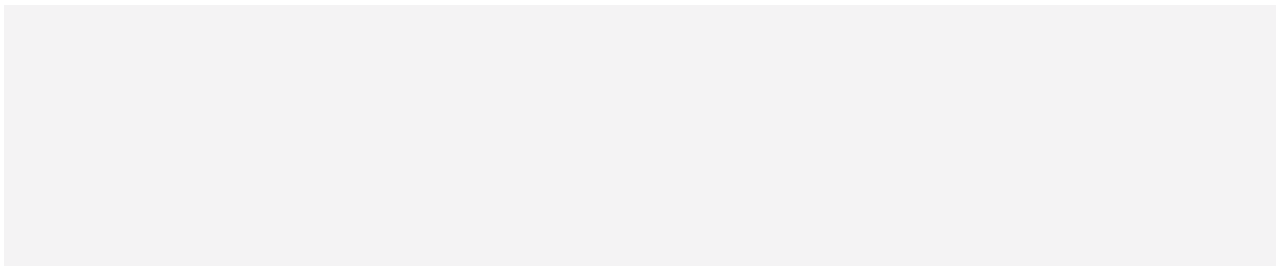
WHAT IS A STORY - EXERCISE

Write down 1-3 challenges that you or a customer (internal or external) faced at work— ideally one that has been overcome.

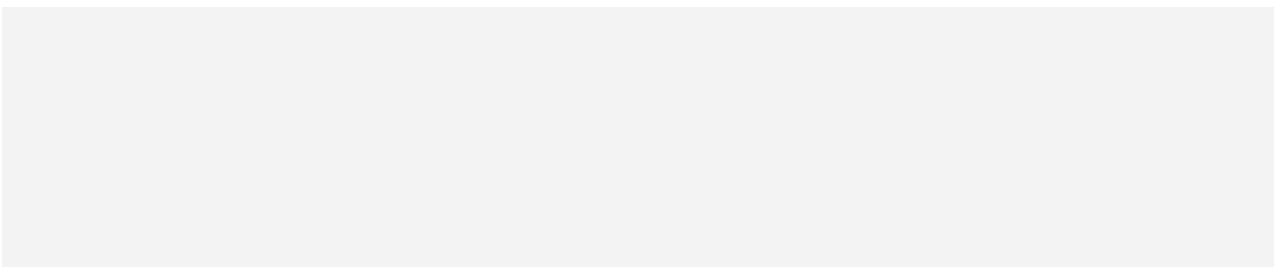
CHALLENGE #1



CHALLENGE #2



CHALLENGE #3





MODULE #2

STRUCTURE STORIES

STRUCTURE STORIES - OVERVIEW

A simple but powerful structure for any business story consists of 4 steps: CART

STEP 1



CONTEXT

Where and when? Who's the main character and what do they want?

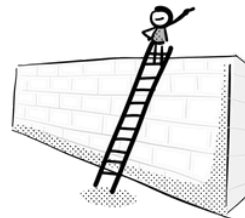
STEP 2



ADVERSITY

What challenge do they face?

STEP 3



RESOLUTION

How do they overcome the challenge and how does it turn out at the end?

STEP 4



TAKEAWAY

What did they learn from that experience?

STRUCTURE STORIES - EXERCISE

Structure one of your stories according to the 4-step story structure, writing down a few bullets for each step.

STEP 1: CONTEXT

STEP 2: ADVERSITY

STEP 3: RESOLUTION

STEP 4: TAKEAWAY



MODULE #3

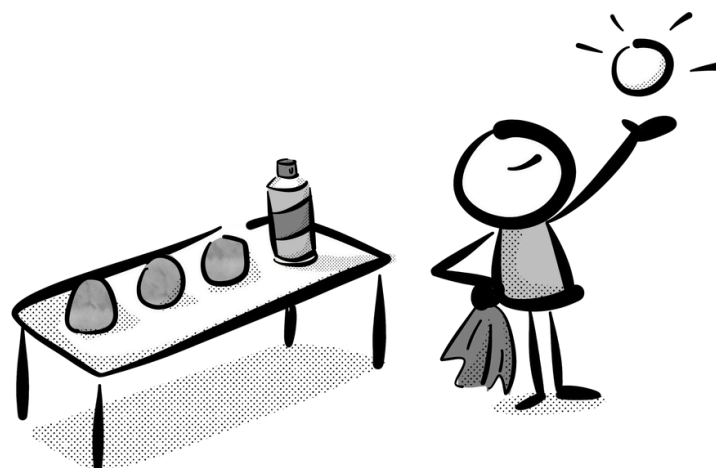
ENHANCE STORIES

ENHANCE STORIES - OVERVIEW

The best stories don't just summarize events. They transport their listeners into the vivid moment of the story, making them feel like they're experiencing the moment first-hand.

TECHNIQUES TO ZOOM INTO THE MOMENT

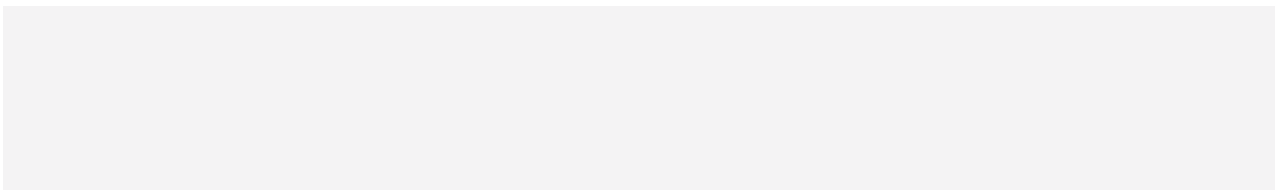
| TECHNIQUE | OVERVIEW |
|-----------|--|
| LOCATION | Where is the main character (e.g., "I'm sitting on the couch in my living room.")? |
| ACTION | What is the character doing (e.g., "I'm at the airport, putting my bags into the bins.")? |
| THOUGHTS | What is character thinking (e.g., "I thought, What the hell. How did that happen.")? |
| EMOTIONS | What is the character feeling (e.g., "She smiled warmly, nodding at each person at the table.")? |
| DIALOGUE | What is the character saying (e.g., "The CEO said, 'You crushed it. Great work!'")? |



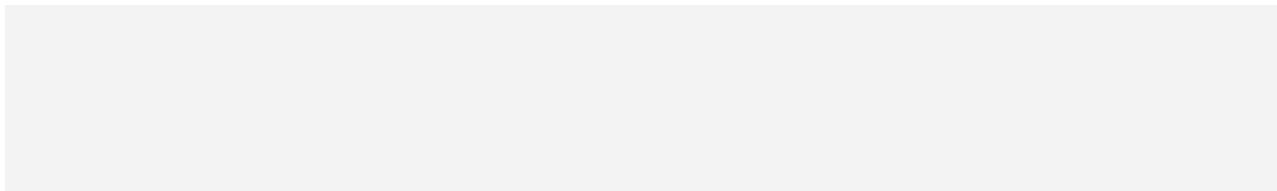
ENHANCE STORIES - EXERCISE

Take the story you structured in one of the previous exercises and think about how you can enhance it. Are there any moments where you can zoom in?

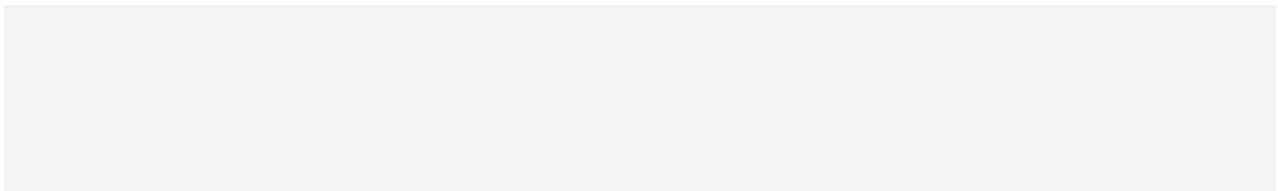
LOCATION



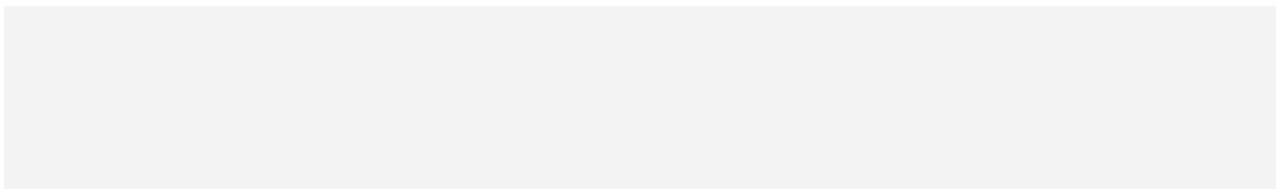
ACTION



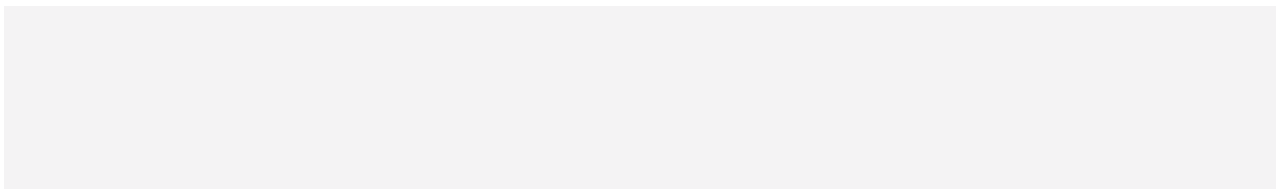
THOUGHTS



EMOTIONS



DIALOGUE





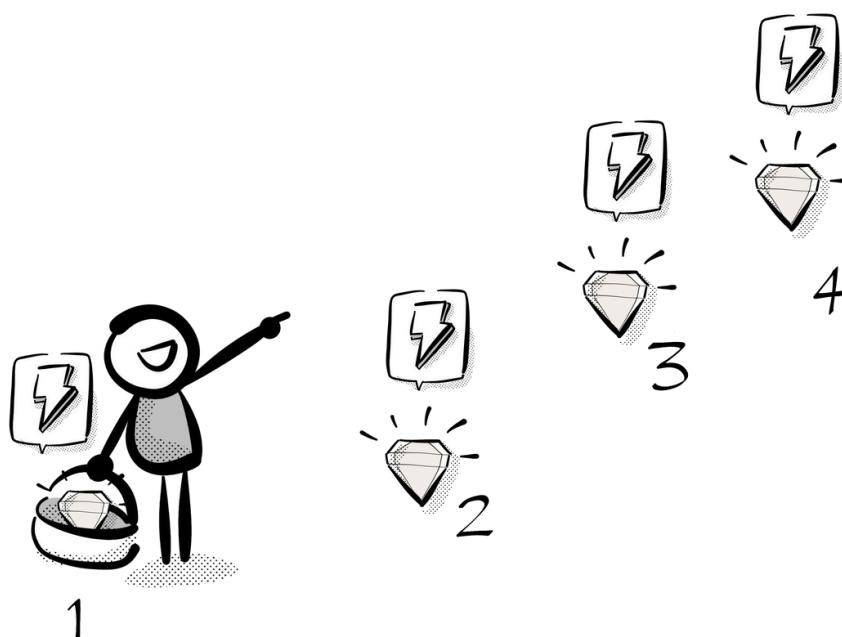
MODULE #4

FIND STORIES

THE 4 C'S OF BUSINESS STORYTELLING

There are 4 most relevant story types in business: Connection Stories, Capturing Stories, Coaching Stories, and Convincing Stories.

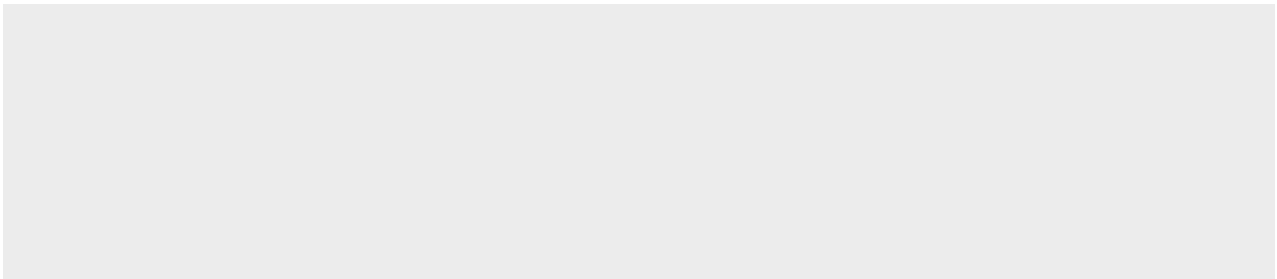
| STORY | FOCUS |
|------------|--|
| CONNECTION | Tell a quick, relatable story to break the ice and build rapport. |
| CAPTURING | Start a presentation with an engaging anecdote related to the topic to grab attention. |
| COACHING | Share an experience from your past that brings a lesson to life. |
| CONVINCING | Describe a moment that highlights the current pain and that explains why change is needed. |



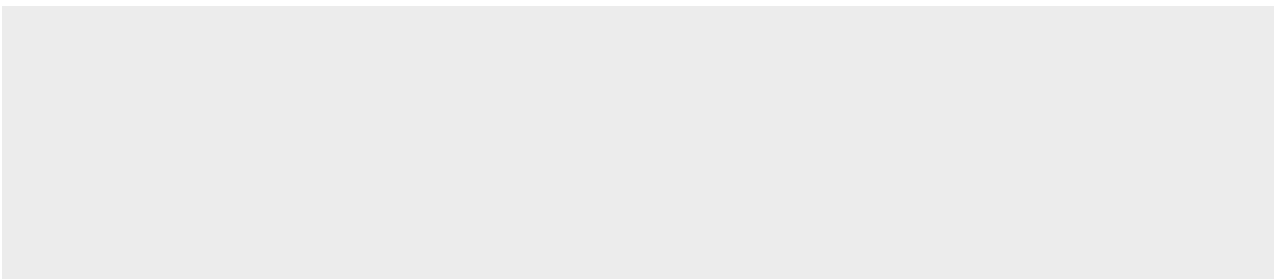
CONNECTION STORIES - EXERCISE

Use the following prompts to identify any moments that you could use for your connection story.

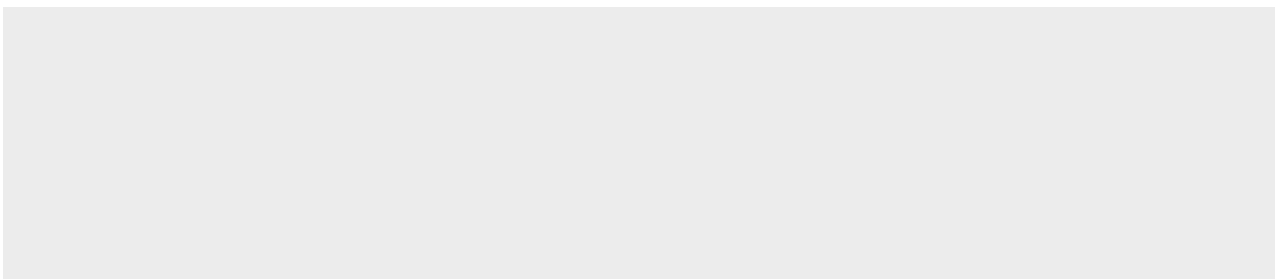
Prompt #1: Was there a moment where you felt a strong emotion recently (e.g. laughed, got angry, felt nervous)?



Prompt #2: Have you picked up any new skill recently or did something that you've never done before?

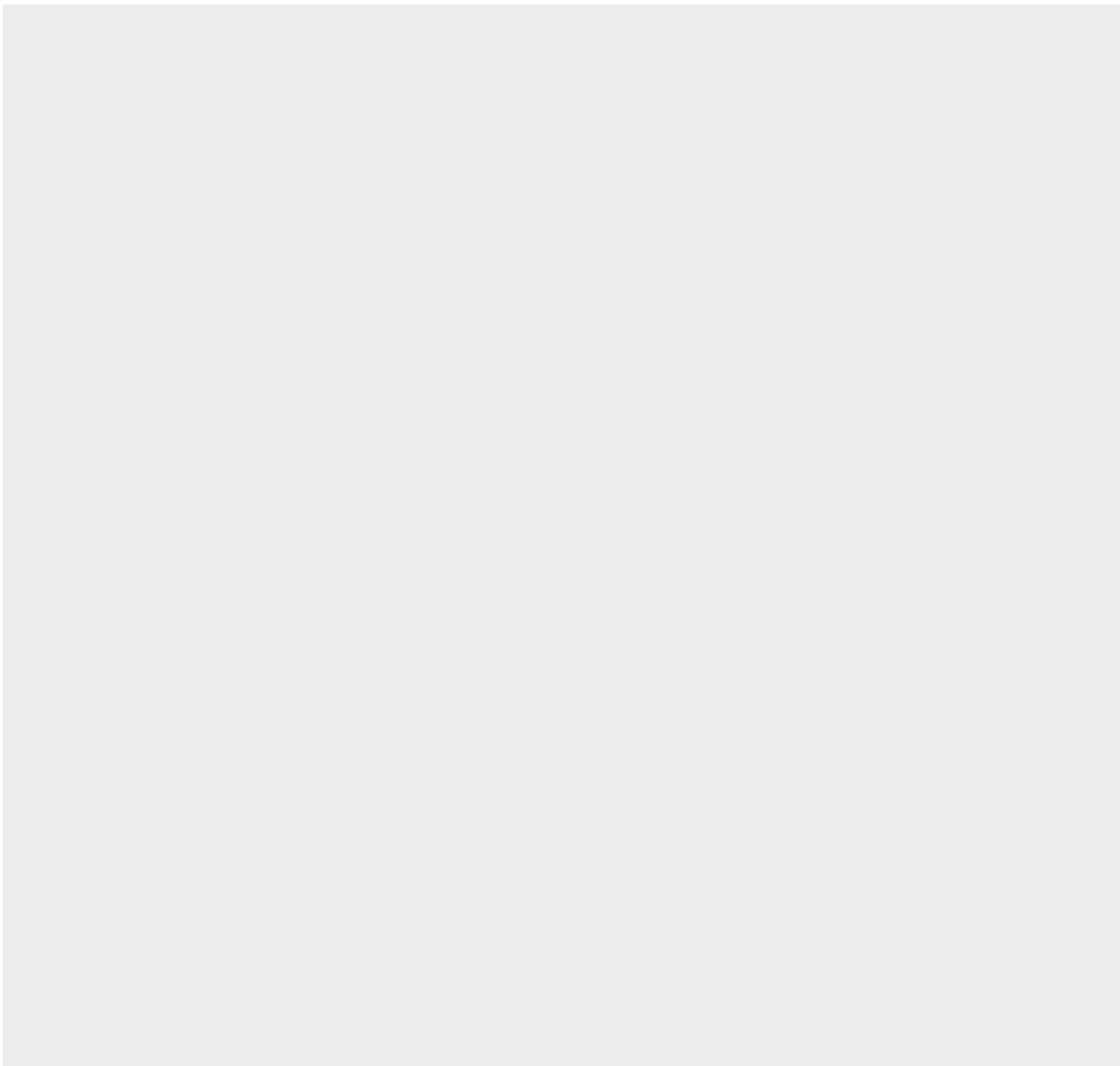


Prompt #3: Did you fail or succeed at something recently?



CONNECTION STORIES - EXERCISE

Pick one prompt from the previous page and craft a short story around it. Remember to include a question at the end that asks your listener for their experience.



CAPTURING STORIES - EXERCISE

Think of the theme or focus of your upcoming presentation (e.g., collaboration, innovation) and reflect on moments that taught you something about this theme.

THEME

MOMENTS

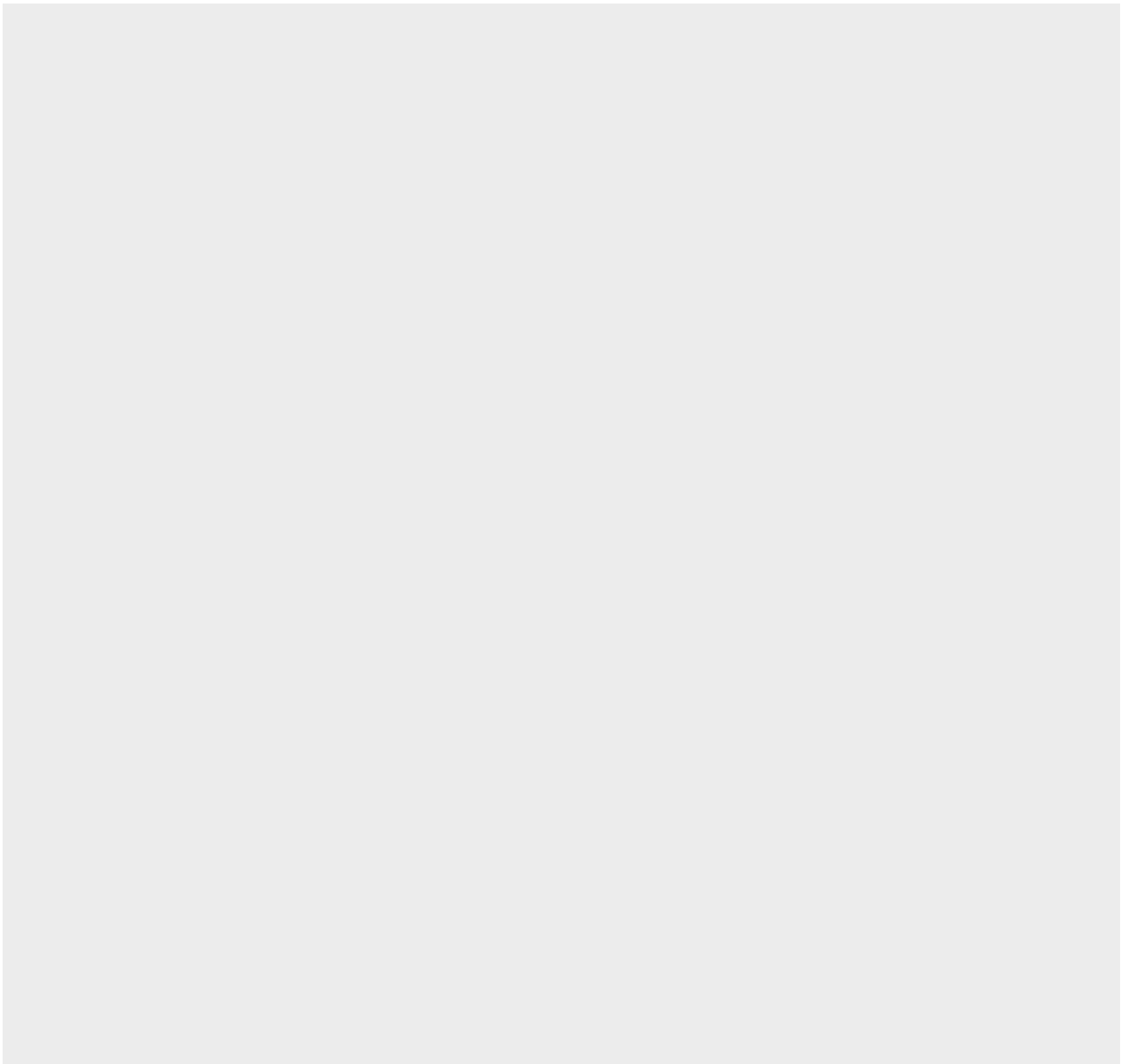
Moment #1

Moment #2

Moment #3

CAPTURING STORIES - EXERCISE

Pick one of the moments from the previous page and craft a short story that you could use to start your presentation.



COACHING STORIES - EXERCISE

Think of an insight or lesson that you want your coworker or customer to truly understand and of moments where you learned that.

INSIGHT / LESSON

MOMENTS

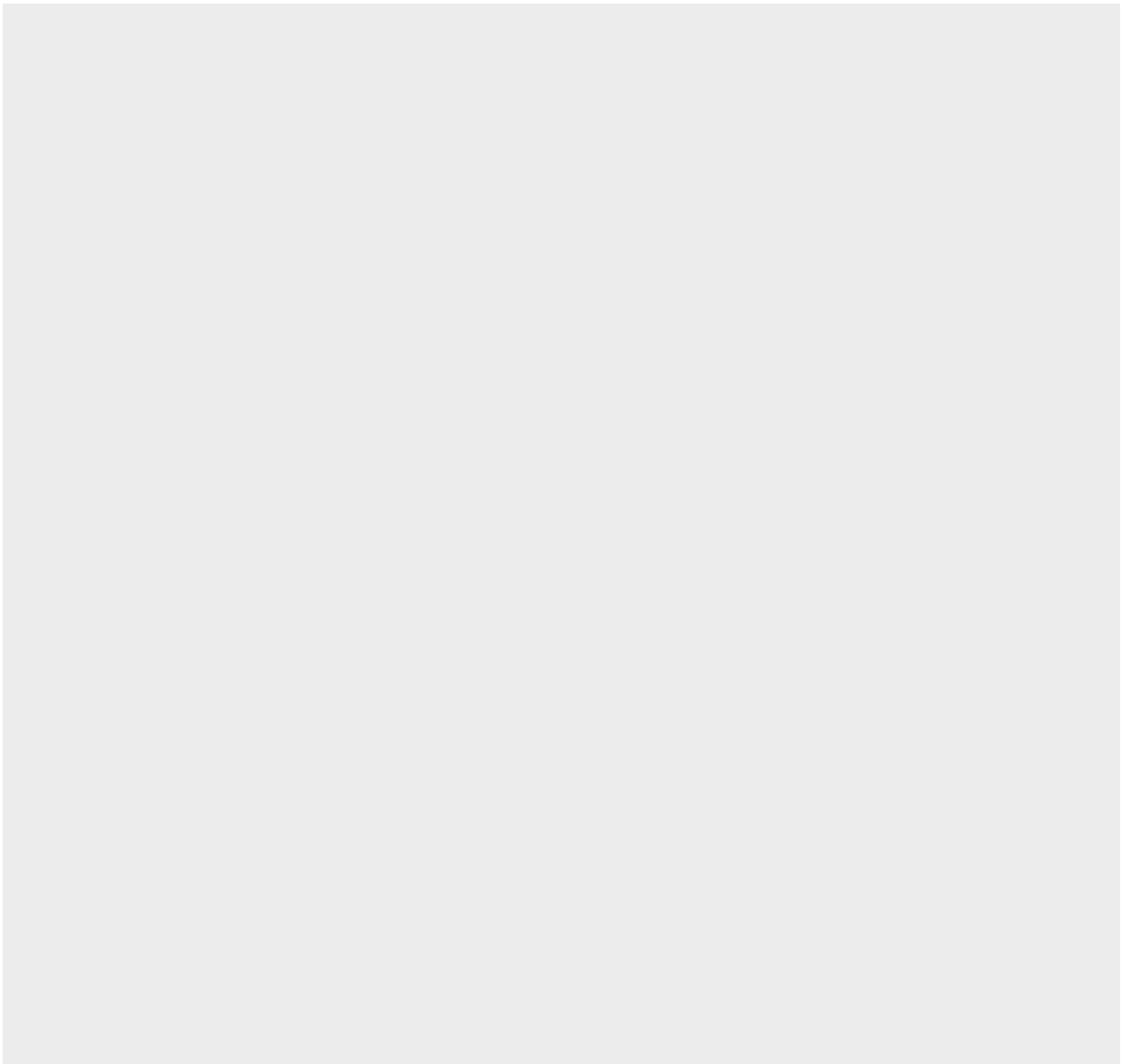
Moment #1

Moment #2

Moment #3

COACHING STORIES - EXERCISE

Pick one of the moments from the previous page and craft a short story around that moment.



CONVINCING STORIES - EXERCISE

Identify a problem that you want people to be aware of (e.g. "We waste too much time on repetitive tasks.") and specific moments where you noticed that problem.

PROBLEM / PAIN POINT

MOMENTS

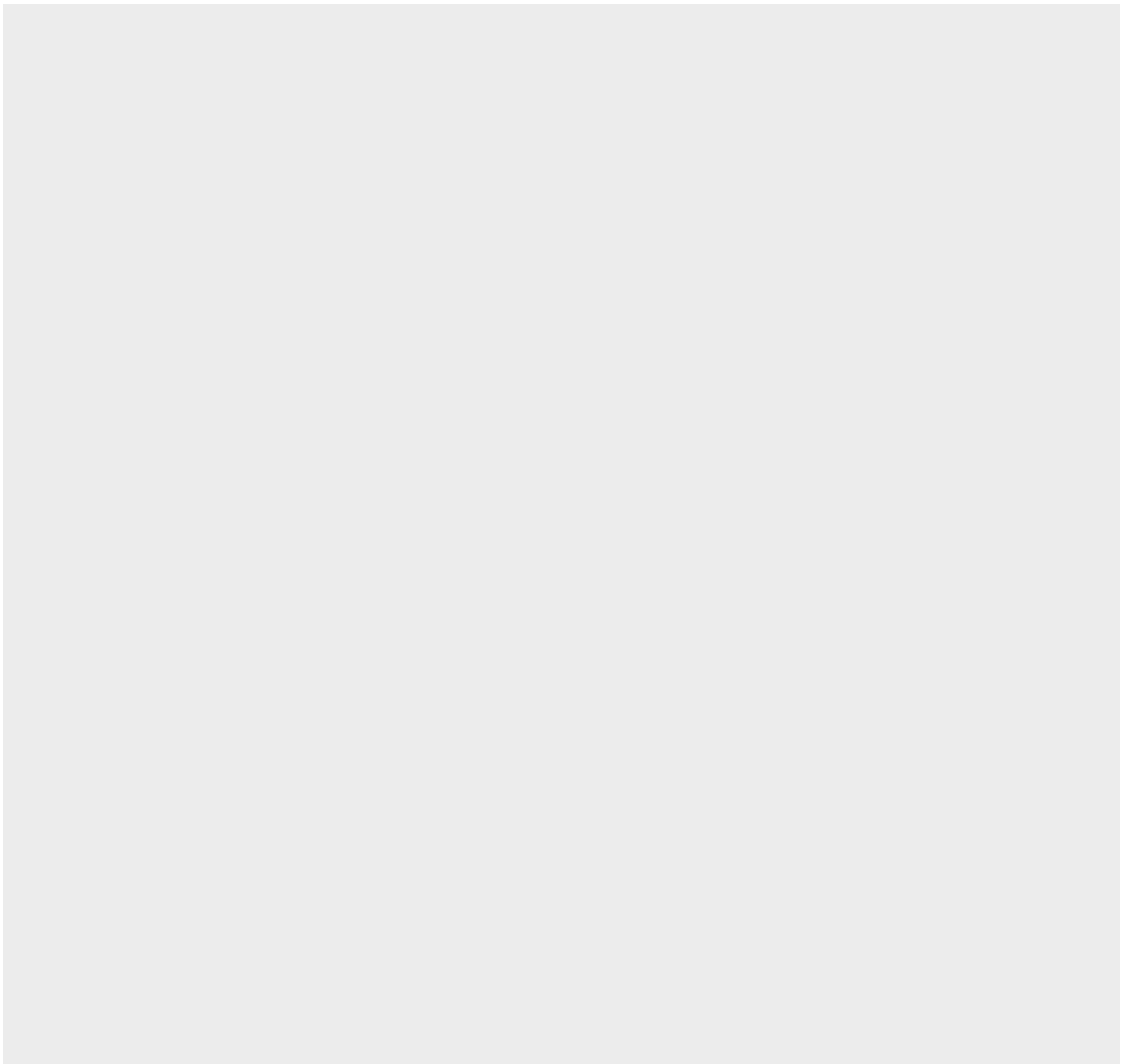
Moment #1

Moment #2

Moment #3

CONVINCING STORIES - EXERCISE

Pick one of the moments from the previous page and craft a short story around that moment.





THANK YOU!

“

Great stories happen to those
who can tell them.

– Ira Glas

”

