

Storytelling: The Manager's Guide To Showcasing Expertise & Fostering Engagement



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The Big Picture



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Today's Workshop



- Why stories?
- What makes a good story?
- Where & when can I tell stories?
- How can I make sure what I say teaches about my character, competence, and expertise?
- How can I be memorable, but avoid bragging?

What is Networking?

- Teaching people about your character and competence

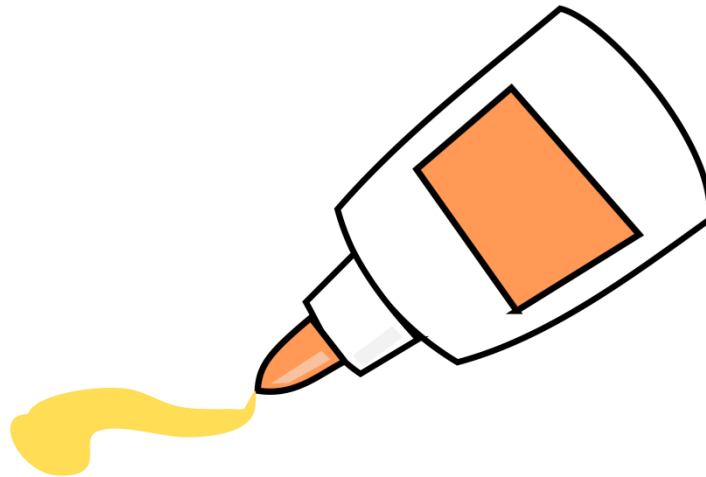
(It's not about talking & taking – It's about teaching & giving.)





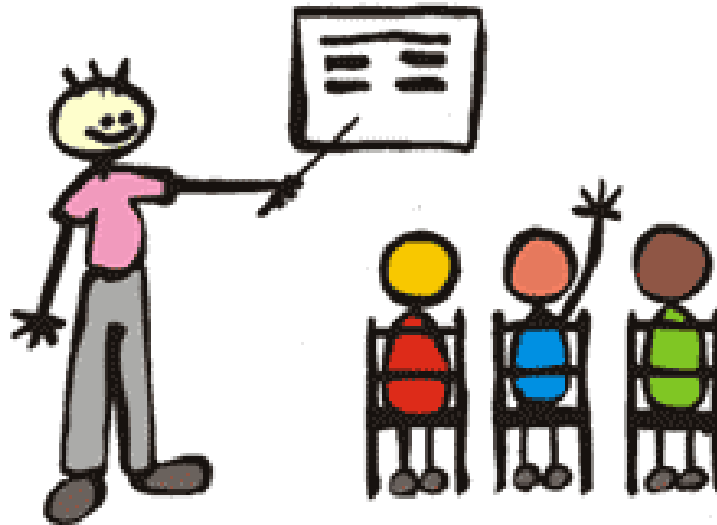
Why Tell Stories?

- Stories stick



Why Tell stories?

- Stories teach



Why Tell Stories?

- Stories make conversations flow



Why Tell Stories?

- Stories make your expertise visible



Why Tell Stories?

- Stories make it easier for others to send the right opportunities your way







Beverly's Story

- “You won’t believe what happened on the first day of the conference!
- “I was just settling into my room when my colleague, Dan called.
- “He said his wife was going into labor (two weeks early!) and he wouldn’t be able to come and give his presentation. I knew there were 325 people signed up for his session.
- “He and I had written that presentation together, so I knew it backwards and forwards. I’d never given a large presentation before, but I said, ‘How about if I sub for you? I’ve got 24 hours to get ready.’ Dan said, “Great. You can do it.
- “He sent me the presentation. I practiced. The next day I checked the room set-up, & told the organizers that Dan had an emergency, so I’d be filling in.
- “The audience was very understanding about Dan being home with his wife . . . And I got a taste of how easy it is to present without going through all the pre-speech jitters I’ve heard people talk about. I was very excited to tell him the news – after he told me about his new baby daughter!”



Evaluating the Story

- What do you know about Beverly?
- What was most memorable?
- Did the story begin to show Beverly's character and competence?
- Was the story interesting to listen to?
- Did the story show confidence without bragging?

The Formula:



- The Segue
- The Situation
- The SNAFU
- The Solution
- The Significance



Steve's Story

- **SEGUE:** Have you noticed that sometimes what you call something makes all the difference?
- **SITUATION:** My team was designing a new Supervisory Training Program for people in our field offices. The team wanted very much to include a module on networking skills.
- **SNAFU:** But our VPs weren't so sure that networking was a skill that would help Supervisors get the job done. In fact they turned down the team's proposal twice! The team struggled with how to convince them that networking is a professional competency.
- **SOLUTION:** Then Maria on the team got an idea. She told me, "Once I started calling this module "Building Business Partnerships," and talking about how it would break down silos, then we began to get some traction. I reminded the VPs that people don't network only for themselves. They network for their team, their division, for the bottom line."
- **SIGNIFICANCE:** Now 6 months into the program, the team told me a couple of the VPs read the Facilitator Guide and are totally on board.



Evaluating Steve's Story

- What do you know about Steve?
- What was most memorable?
- Did the story begin to show Steve's character and competence?
- Was the story interesting to listen to?
- Did the story show confidence without bragging?



What Makes a Good Story?

- S Strategic
- U Unique
- C Clear
- C Concrete
- E Exciting
- S Short
- S Service-oriented



Q & A

Please type your questions & comments in the chat room.

Thanks!





Julia's Story

- **Segue:** Speaking of adventures . . .
- **Situation:** I took six 10-year-olds camping last weekend.
- **SNAFU:** This was an overnight trip and wouldn't you know it - - the first afternoon the canoe with most of the food tipped over. One of the girls said, "We need a 'how to waterproof your food' badge!"
- **Solution:** I decided, it would be really interesting to see how the girls solved the problem of what to eat for dinner. So we sat in a circle and I asked them what they thought we should do. Several of the girls fessed up to bringing food in their back packs – one had 3 granola bars and one had a super-sized bag of Hershey's Kisses. So, guess what we had for dinner? – along with some fresh-picked berries and greens!
- **Significance:** What I thought was going to be an easy overnight with some canoeing thrown in, turned out to be a team building exercise.

Evaluating Julia's Story

Please type in the chat room what you'd ask yourself - - - without looking back at previous slides!





How To “Find” Stories

- Notice your successes at work and in life
- Notice situations that brought out your best
- Notice times when your character and competence were tested
- Notice what others find unique and interesting about you and your team



Where To Tell Stories

- Anytime, anywhere
- Before a meeting or conference begins
- In a taxi, on an airplane
- Over a meal or coffee
- At a reception or convention
- On the golf course, or at a party or social event



What do you want to teach?

George wants to teach

*"That I'm comfortable with CEO's and
VIPs."*

Story: The time I drove Bill Gates to the airport when he spoke at our national conference.



What do you want to teach?

Sylvia wants to teach

"That I'm behind my organization's push to encourage engagement through getting people in jobs they love."

Story: How I helped one department launch a new "career directions" program.



Q & A

Please submit your questions in the chat room.

Thanks!





How to Tell A Story with Ease

- Find a role model to learn from
- Practice with people you know well
- Record a video of you on your phone and work on sounding more natural & conversational

Hint: Once you've constructed a few stories, others will come more easily and the conversational habit will be yours forever.



How to Begin Your Story

- In response to “What’s new?” or “How have you been?”
- When there’s a lull in the conversation
- “Something happened that reminded me of you/your experience”
- Segue with a transition sentence such as, “Something happened at the division meeting. . . .”



Telling Your Story

- Take out all extraneous details
- Get involved in your story – invite the listener to be there with you, feel what you felt, see what you saw
- Quote other people
- **Pace:** Vary the volume & speed
- **Punch:** Important words or phrases
- **Pause:** When it makes a better story



Avoid Bragging and Grandstanding

- Be amazed and humbled by your own success
- Give lots of credit to others
- Remember what Will Rogers said
- Watch a role model who is comfortable telling stories without hot-dogging



Activity #1: Just Notice

- Brainstorm with a colleague about things you've done that you might turn into a conversational story that engages and teaches.
- Choose things you've done at work or in your leisure time.
- Be sure to give your colleague a turn, so you can help him find a story.

Activity #2:

Make Stories Teach

1. Make a list of 3 people with whom you'd like to have more of a relationship
2. Next to each name, write one thing you'd like to teach that person



Activity #2 - continued

3. Now think of something you've done that will teach each person you listed about an expertise you or your organization has.



Activity #3: Write A Story



- Make notes about a story, example, or vignette you might tell to one of the people on the list you made
- Use the 5-part formula
- Does it have a turn-around to make it interesting?

Activity #4: Tell Your Story



- Tell someone your story, using your notes if you like.
- Ask the listener: “What do you know about me/my organization after hearing the story?”
- Ask yourself: “Is that what I want to teach?” Get tips from the listener and revise.



Activity #5: Coach Others

- Listen to a colleague's story.
- Make suggestions to help him follow the S-U-C-C-E-S-S formula.
- Tell your colleague what the story teaches about his character and competence and how it fosters engagement.



Benefits, In Summary

- Other people appreciate your contributions to the conversation
- Stories make you easy to talk with and make your organization memorable
- Stories give people confidence in your character and competence, so they want to work with you, recommend you, hire you, and help you
- Telling stories attracts career-building assignments and promotions



Thank you for coming!

After the Workshop:

- If you would like a downloadable copy of our 64 page **Great Connections Guide** to use with groups please send me an email at lwaymon@contactscount.com
- Order your copy of ***Strategic Connections*** and sign up for our monthly tips and tools email newsletter at www.ContactsCount.com