TELLING THE STORY
MY BACKGROUND

Taylor Tyng

- Former Co-Founder/CEO, Wiredrive
- Operating Partner, Entrada Ventures
- TMP 149 Teaching Team
- Son, brother, husband, father, designer, musician, and aspiring children’s novelist
- No longer allowed to do laundry at my house
Jennifer Aaker

Social Psychologist, and General Atlantic Professor of Marketing at Stanford Graduate School of Business.
WHAT ARE WE TALKING ABOUT?

- Using story as a key method persuasion
- Story vs. data
- Components of a story good
- Goal: For you to think more broadly about using story as a device
GENERAL OBSERVATIONS

• People hate to be sold
• Sources of persuasion are shifting
• Trust gap is significant (*and growing*)
• Stifling amount of options and messages
5 MACRO CHANGES
EXPLOSION OF MEDIA CHANNELS

Unprecedented, noisy, and fake.

- 7,890 TV Broadcast Stations*
- 23 Million YouTube Channels****
- 7,176 magazines**
- 1,286 daily newspapers**
- 31.7 million bloggers**
- 2.5B Smartphone users***
- 2.14 million smart speakers***
- (USA only)

* FCC REPORT 2017 **STATISTICA ***ACTIVATE ****SOCIAL BLADE
IT’S A MULTISCREEN WORLD

Device Usage

- Ages 8-18 = 7+ hrs/day
- Ages 18+ = 10.5 hrs/day

HOURS PER DAY SPENT CONSUMING MEDIA - USA

*STATISTICA
EVERY COMPANY IS NOW A MEDIA COMPANY
OUR STORIES ARE SOCIAL
WHAT HASN’T CHANGED

1) Time and attention are finite (*humans don’t scale*)
2) We still love a good story
3) Great content lets us separate noise from signal
SO HOW DO WE GET NOTICED IN THIS WORLD?
STORYTELLING
THE HERO’S JOURNEY

Joseph Campbell’s monomyth: the journey of transformation shared by heroes of every culture.

1. Transported from our Ordinary World to a Special World
2. We return to transformed
SIGNATURE STORIES

1. PURPOSE STORIES
   Establishes value and creates differentiation

2. EMPATHY (USER AS HERO) STORIES
   Captures value through the customer’s eye
GENERALLY SPEAKING...

People drive stories.

People we care about.

It is NOT their skill or talent that interests us. It’s the unreasonable challenge they face, how they approach it, and how they ultimately prevail.
SO THEN...

Why is so much of business language and information in the form of data?
“Humans are not ideally set up to understand logic; they are set up to understand stories.”

- Robert Schank / Cognitive Psychologist
SCHANK’S FINDINGS

When we think of persuasion (i.e. brand building, messaging and positioning), we think of presenting convincing arguments, based on facts and figures.

However, his studies showed that if we tell a story, people are more likely to be engaged, moved, and ultimately persuaded.
Stories are 22x more memorable than facts alone.

People want to feel

Emotional engagement drives memory.
A STUDY

Students asked to make a 1 minute persuasive pitch to class members.

On average, students used 2.5 statistics in their pitches. Only 1/10 told a story.

Ten minutes later, classes was asked to write down every single idea they could remember.
Only 5% of the students remembered any statistic.

63% remembered the story.
SO...

Think of stories as an asset.

Stories are just as powerful as data.
“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

- Maya Angelou / Author
CREDIBILITY TRIANGLE

- Credibility
- Analytical
- Emotional
TILTING FOR IMPACT

Sometime you’ll lean toward data...

...for other stories
STORY: “Rokia, a 7-year-old girl from Mali, Africa, is desperately poor and faces a threat of severe hunger or even starvation. Her life will be changed for the better as a result of your financial gift. With your support, and the support of other caring sponsors, Save the Children will work with Rokia’s family and other members of the community to help feed her, provide her with education, as well as basic medical care and hygiene education.”

DATA: This solicitation contains statistics about food shortages in Malawi, lack of rain in Zambia, and the dislocation of millions in Angola.
# ORDER MATTERS

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**Legend:**
- **POV**: Perspective of View
- **Data**: Numerical Information
- **Story**: Narrative or Description
WHAT MAKES A STORY GOOD?
GOOD STORIES ARE...

A connected series of events — with a beginning, middle and end.

It is the journey that moves the listener.

And when the listener goes on that journey, they feel different.
GOOD STORIES HAVE A GOAL
Why are you telling the story?

The goal clarifies why you are developing the story in the first place.

Your goal should make it clear what you want the audience to think, feel, and do at the end of the story.
GOOD STORIES
GRAB ATTENTION
Why would your audience listen?

One way to do that is with a hook; something that initially reels the listener into the story and sets the stage for further engagement.

Hooks can result from shocking statistics, visuals, tone, or a strong point-of-view.
GOOD STORIES
BUILD ENGAGEMENT
Effective stories are relatable and compelling.

Must have a protagonist in the story. Something must be at stake for the protagonist.

There must be an arc in the story. Something unexpected must happen.
GOOD STORIES ARE SHAREABLE
Effective stories **enable** others to easily **share** them.

Ask yourself — why is your story worth sharing?
THE BEST STORIES CAN BE TOLD IN MULTIPLE FORMS

Your life in just 6 words

6 WORDS (Tagline)

140 CHARs

BLOG

WEBSITE

SPEECH

CHATTER

POSTS

VIDEO
STORY EXAMPLES
DOLLAR SHAVE CLUB

CHALLENGE
Startup with no marketing budget, going against incumbents like Gillette.

APPROACH
Spotlight authentic, charismatic CEO, Michael Dublin, via a video to breakthrough clutter. Made in-house.

STORY TYPE
Purpose story (clarifies value & differentiates from establishment)
PICK THE RIGHT HERO
HINT...
IT’S YOUR CUSTOMER
“Businesses make the mistake of making their product the hero in the story. The product is a tool that the hero, your customer, uses to succeed.”

- Robert Wong / Creative Director, Google
Google Chrome

CHALLENGE
Better features but no adoption

APPROACH
Tell the user’s story.
User as hero.

STORY TYPE
Empathy story (Captures value through the customer’s experience)

“Dear Sophie”
JUNGS ARCHETYPES

- Models of people, behaviors, or personalities.
- In-born tendencies that play a role in influencing human behavior.
BRAND ARCHETYPES

EXPLORER
Virgin, Patagonia, National Geographic, Jeep

EVERYMAN
Trader Joes, EBAY, IKEA

CAREGIVER
Johnson&Johnson, Dove, Volvo

MAVERICK
Harley Davidson
TAKEAWAYS

• Emotional engagement drives memory.
• Stories are more memorable than facts alone and make people think and feel different.
• Stories are about people & journeys, not products & feature benefits.
• Your goal is not only to get someone to listen to your story, but have it become part of their lives.
“Having a story is what separates us. People don’t just wear our shoes, they tell our story.”

- Blake Mycoskie / Founder TOMS
Thanks :)
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EXERCISE: SIX WORD STORIES
Born for greatness. Fries with that?
Organize the world. Do no evil.

We’re all athletes. Just do it.
YOUR TURN...

What is your company’s inspired story (in six words of less)?
EXERCISE: YOUR HEADLINE
Think of a story, one that has been told again and again in your company.

Something that makes the listener want to do something—laugh, learn, act.

Now, write down the story’s title.