



*welcome to day 5
storytelling!*

UNICEF MOM FOR A MOMENT

shared by shan riku



<http://youtu.be/gPcG-BAb904>

GOINGGOINGBIKE.COM THE TALKING BIKE

shared by adam adler



<http://youtu.be/wxPBuD9QUEY>

WEEK

5

HOW TO TELL A STORY

- 1:15** *Overview*
- 1:30** *Jason Mayden
& Kalen Thornton (Nike)*
- 2:30** *How to pitch
w/ James Buckhouse (Twitter)*
- 3:00** *Story coaching (Lab)*

THE SOCIAL BUTTERFLY

**INVERT
& ALIGN**

**BE HUMAN
CENTERED**

**INSPIRE
STORIES**

**SPARK
PARTICIPATION**

Create never-ending stories that build value as they grow

Provide the raw material that enables clever storytelling

Inspire story sharing among both employees and customers

THE THREE ACT STRUCTURE

the storytelling template

ACT I:

Situation
Desire

ACT II:

Complication
Obstacle

ACT III:

Solution
Outcome

THE THREE ACT STRUCTURE

the storytelling template

ACT I:



*Set up your story.
Who? What? Where?
Establish dramatic question.*

ACT II:



*Core action happens here. This
is what your story's about.
Stakes, conflict and tension
should be escalating.*

ACT III:



*Resolve the dramatic
question.
Show the consequences of
the story.*

Autodesk®

Single Focused Goal:

Show how Autodesk is a powerful tool for non-technical consumers.



Idea:

Show how elementary Autodesk is by taking it to an elementary school!



Autodesk®



Set up your story.



Who? What? Where?

We went to Palo Alto Elementary and replaced the toys with Autodesk and Makerbots.



Establish dramatic question.

What will the students do?

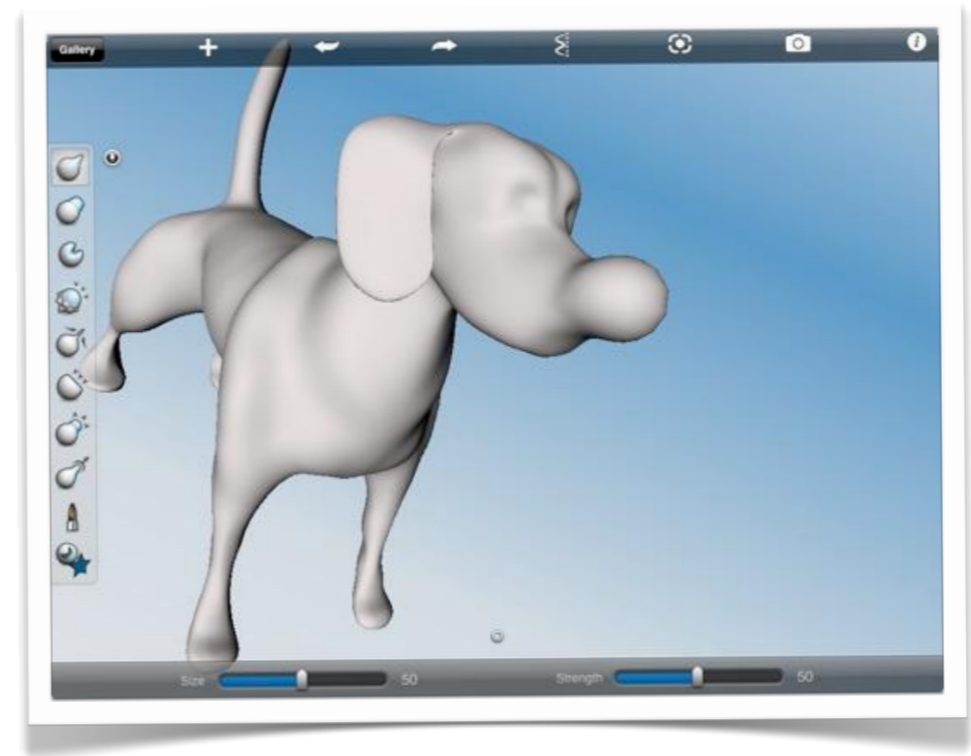
Autodesk®



Core action happens here.



*Kids start off struggling
with Autodesk.*



*But they begin to get
the hang of it.*

Autodesk®



Resolve the dramatic question.



The outcome?

Kids were able to learn Autodesk and make new toys.



The consequences?

The kids had so much fun that they like Autodesk more than the toys!!!

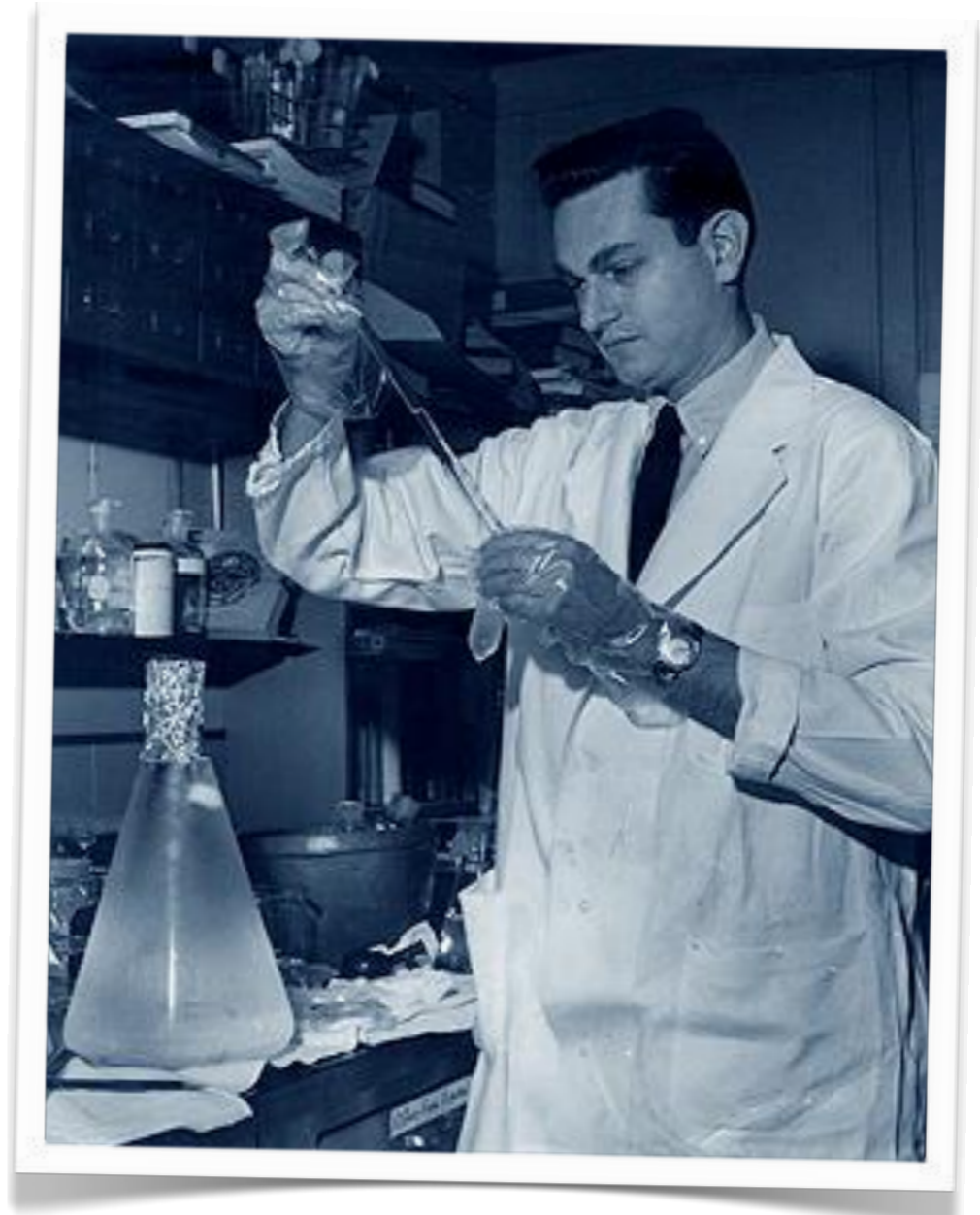
Autodesk®

But first, test it out.

Run a mini-experiment that tests a specific aspect of your pop-up experience.

Q: How will kids react to playing with Autodesk software on iPads?

T: Find one 10 year old (family friend, professor's child, etc), and try teaching them to use Autodesk on an iPad.



DIFFERENT KINDS OF STORIES

narrative



Plays out like a commercial or movie. Never breaks the fourth wall.

process



The process of creating the experience is part of the story.

participatory



The story encourages participation with the brand and serves as a call to action.

STORYTELLING TIPS

A close-up, underwater photograph of a baby with light skin and blue eyes. The baby is looking directly at the camera with a neutral expression. They are wearing red swim trunks with a colorful pattern of fish and sea creatures. An adult's hands are visible, supporting the baby from the sides and chest. The background shows the blue water of a swimming pool with some bubbles and the edge of the pool.

BREVITY RULES

Single focused goal.
Keep it simple.

DESIGN TO CAPTIVATE



BUILD A STORY: TIPS



1. GET THE AUDIENCE'S ATTENTION FAST!

Begin with a description of a place, circumstance, or premise that everyone understands



2. FOCUS ON THE CHARACTER(s) and TENSION

Personalize the protagonist so the audience feels a personal stake



3. CAPTURE, CAPTURE, CAPTURE

There are lots of stories – participatory, process, narrative. Video more than less.

BUILD A STORY: TIPS



4. KNOW WHAT YOU WANT THE AUDIENCE TO DO

Audience compelled to take action

Audience has a personal stake in finding a solution



7. ENSURE AUDIENCE KNOWS POINT OF THE STORY

Answer in a few sentences

NIKE

CUSHIONED RIDE

DYNAMIC

Adapts to every stride for maximum support and excellent cushioning.



OUR GUESTS

*Jason Mayden
& Kalen Thornton
(Nike)*

TWITTER



AARON DURAND

Saved his mom's bookstore with a Tweet.



ROGER EBERT

Gained a new voice after losing his ability to speak.



CHAD OCHOCINCO

Treated 100 of his followers to a seafood dinner with a surprise invitation on Twitter.



MAUREEN EVANS

Delivers recipes to the palm of your hand.



OUR GUEST

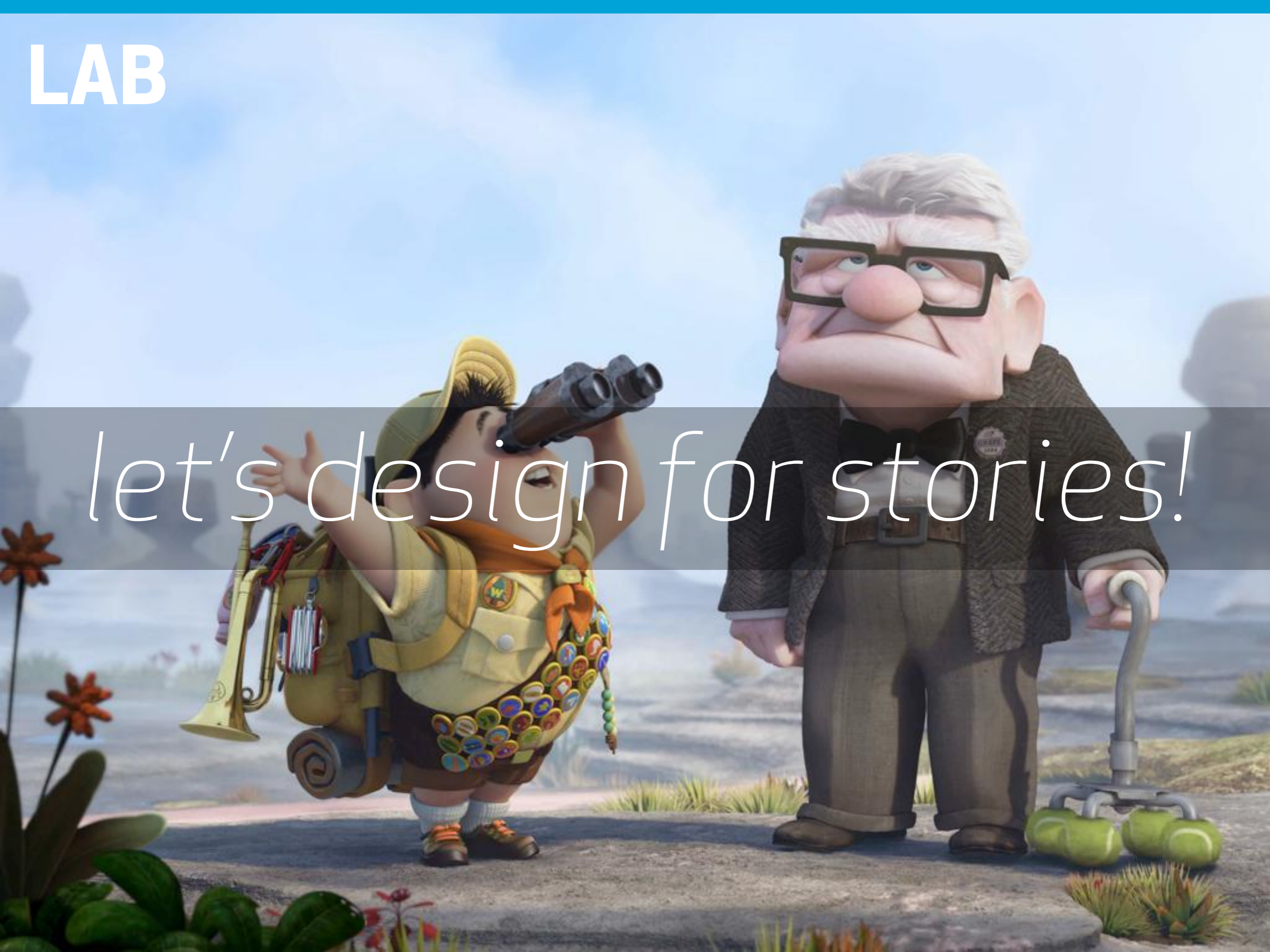
*James Buckhouse
(Twitter)*



a note on mess...

LAB

let's design for stories!



STORYTELLING COACHES



Enrique Allen

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TODAY'S LAB

Objective : *Pitch 2 experiences and pick 1, designed for storyworthiness*

Story coaches will be connected to each pair.

One scribe (from another team) should capture key insights

10 mins *Re-establish SFG and pick two pitches*

25 mins *Pair up with another team and coach – pitch the 2 experiences with story in mind*

25 mins *Flip the team.*

10 mins *Scribes summarizes the insights and next steps*

thank you.

STORYTELLING

It's not new



COMPONENTS OF A STORY



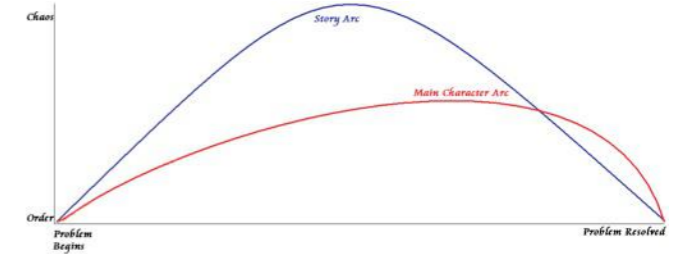
characters

Great stories get the audience emotionally invested in the characters.



plot

Good plots keep the audience engaged and wondering what will happen next.



story arc

Good stories have a beginning, middle and end.

BUILD A STORY PLOT

the storytelling template

Situation

Desire

Complication

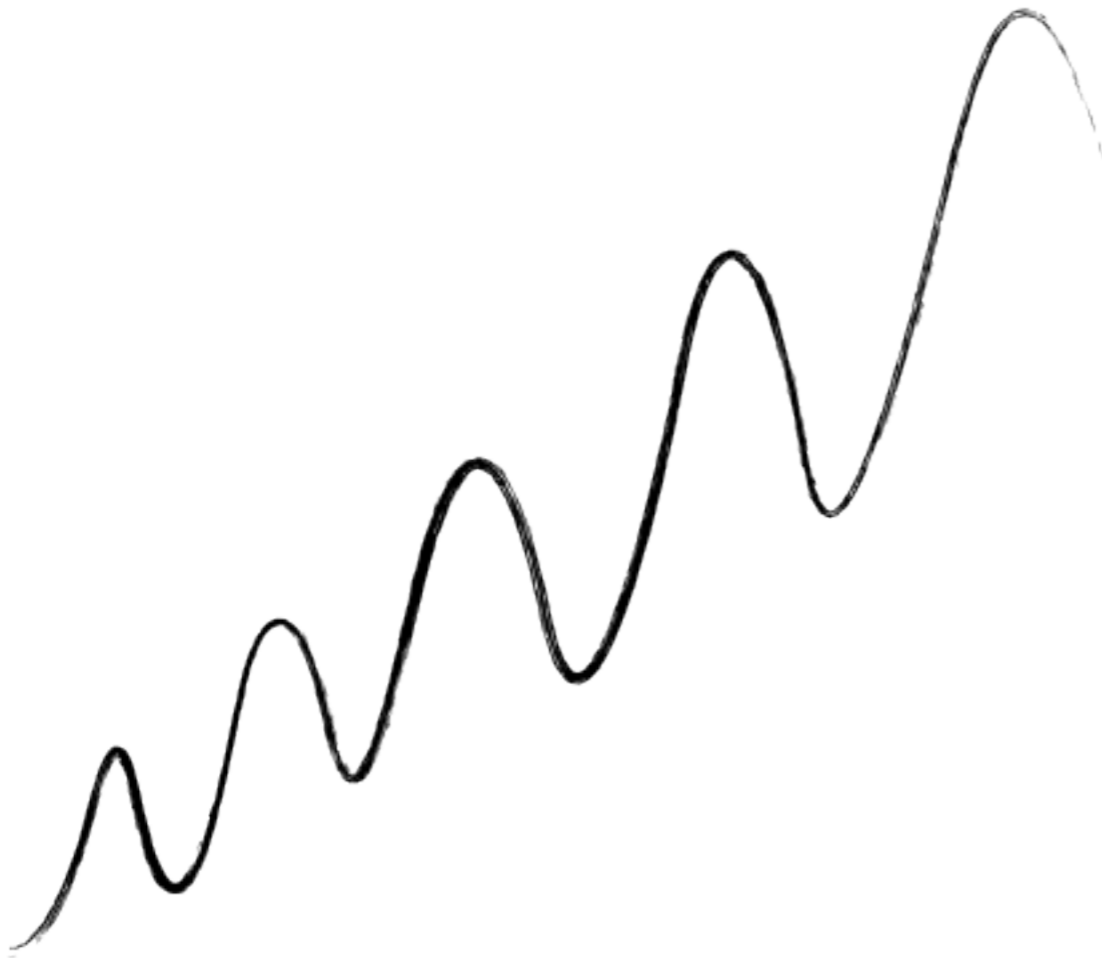
Obstacle

Solution

Outcome

BUILD A STORY: ARCS

casablanca: story threads throughout



BUILD A STORY: ARCS

james bond: steep decline,
followed by gradual rise

WOW!

He gets the girl

The End

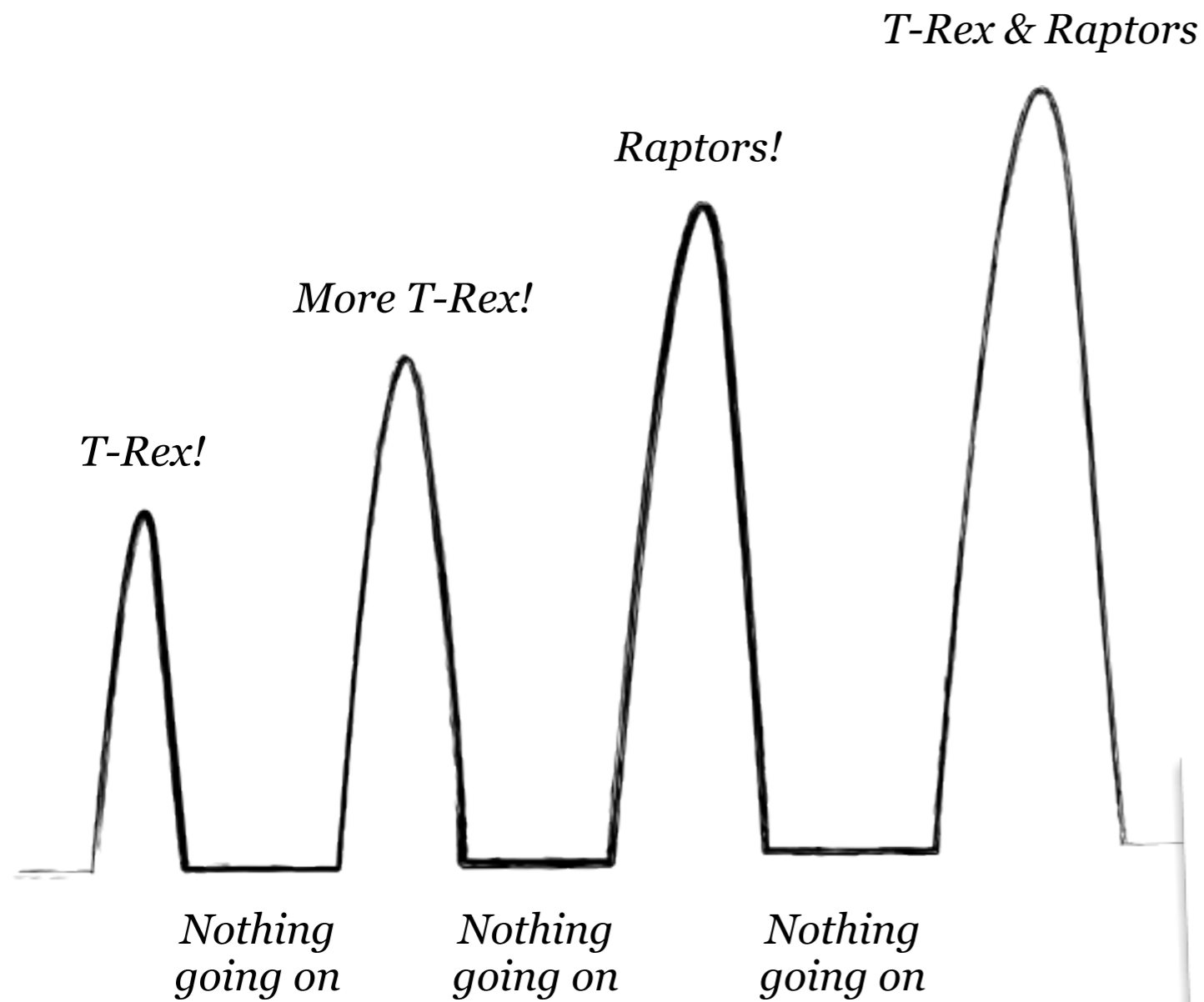
I don't know...

What happened?



BUILD A STORY: ARCS

jurassic park: unexpected shocks throughout



STORY SHARING

there are stories you want to **hear** and
stories you want to **share**.



In other words...

STORY SHARING



Sharing content and information builds community.

Community-building enables content sharing.



SHARING CYCLE

People share things that they consider interesting, awe-inspiring, important, relevant.

Engaged audiences will share again

  *blogs*
stanforddgsb.edu

Something to say



Driving more traffic to the content repositories

Distributed on social networks

This grows the audience base.



USING SOCIAL MEDIA

to extend your story and create a conversation

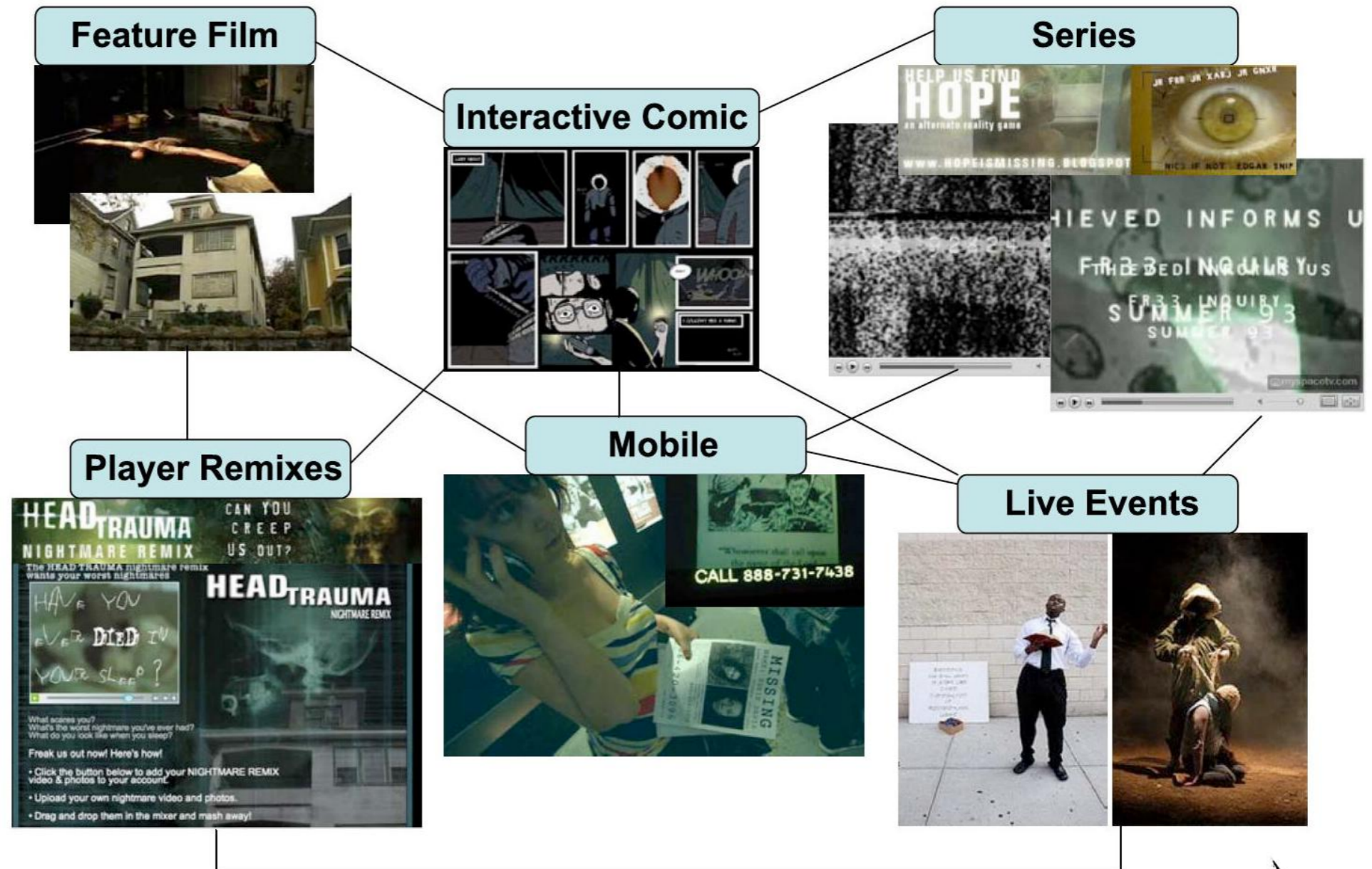


STORYTELLING TOOLS

*Blogs, Twitter, Flickr, Social
Bookmarking, Social Networking,
Video Sharing*

USING SOCIAL MEDIA

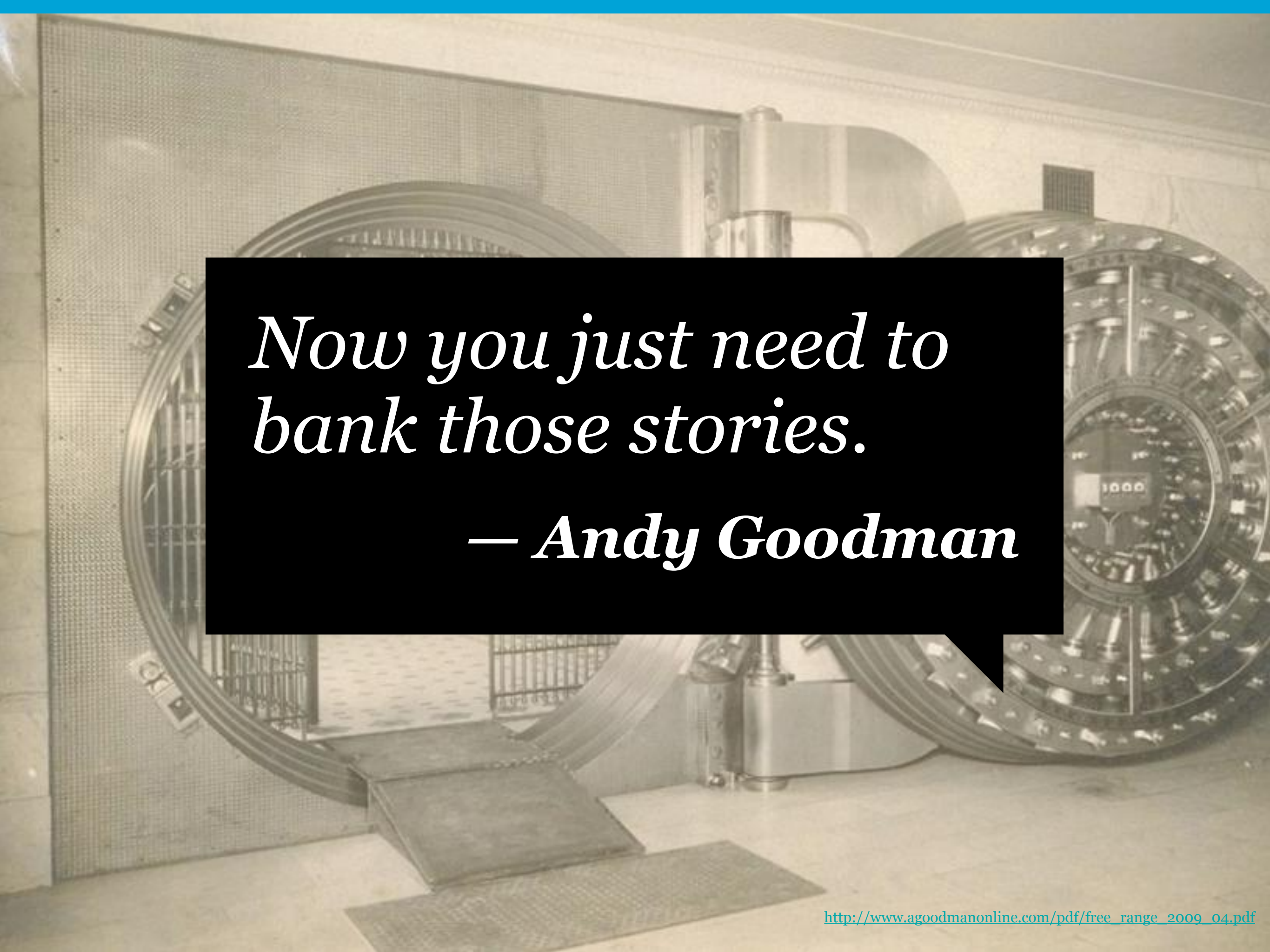
to extend: story, characters,
themes, experiences



*Think of content on
an editorial calendar.*

*You're leaving bread crumbs
in the woods.*





*Now you just need to
bank those stories.*

— Andy Goodman

ADDITIONAL RESOURCES

"The Power of Stories in the Corporate Environment" Bellingham, Daryll.

The Art of Storytelling (2001), www.storytell.com.au/artnscorp2.html.

"The Art of Storytelling" Homemakers.com <http://www.homemakers.com/homemakers/client/en/Life/DetailNews.asp?idNews=1919&idsm=190>.

"Strategic Storytelling for Business Presentations" Stevnsen, Doug. SelfGrowth.com <http://www.selfgrowth.com/articles/Stevenson1.html>."

"Premise -- Foundation of Storytelling" Johnson, Bill. <http://www.storyispromise.com/wpromise.htm>.

"Every Leader Tells a Story" Weil, Elizabeth. Fast Company <http://www.fastcompany.com/online/15/rftf.html>.

"Signature Stories" Stevenson, Doug. Brand Montgomery (2004) http://www.bradmontgomery.com/motivational-speakers/speakers-resources/public-speaking-presenting/signature_stories_types.html

Storybanking - <http://sharing.mayoclinic.org/2009/04/07/mayo-clinic-music-fun/>

thank you.