



*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

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- 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*

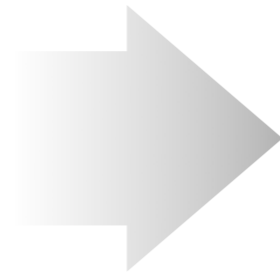
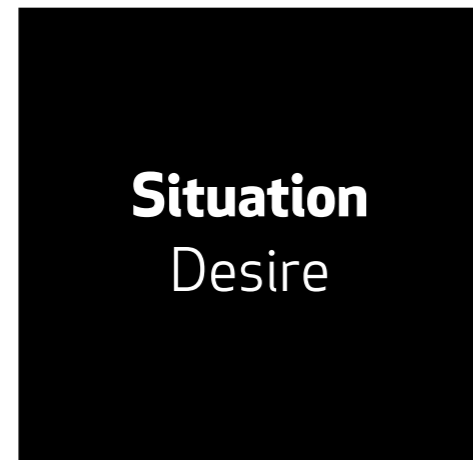
*Provide the raw material that enables clever storytelling*

*Inspire story sharing among both employees and customers*

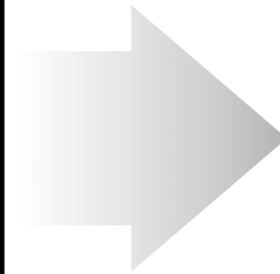
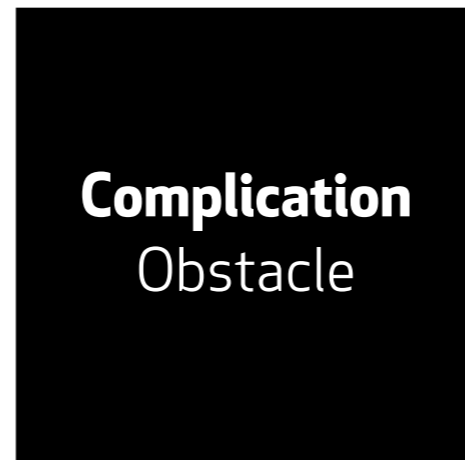
# THE THREE ACT STRUCTURE

the storytelling template

ACT I:



ACT II:



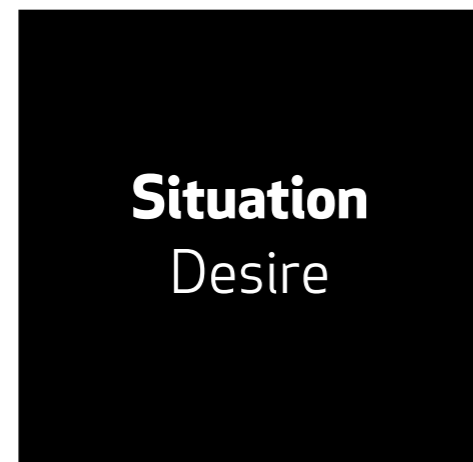
ACT III:



# 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?*



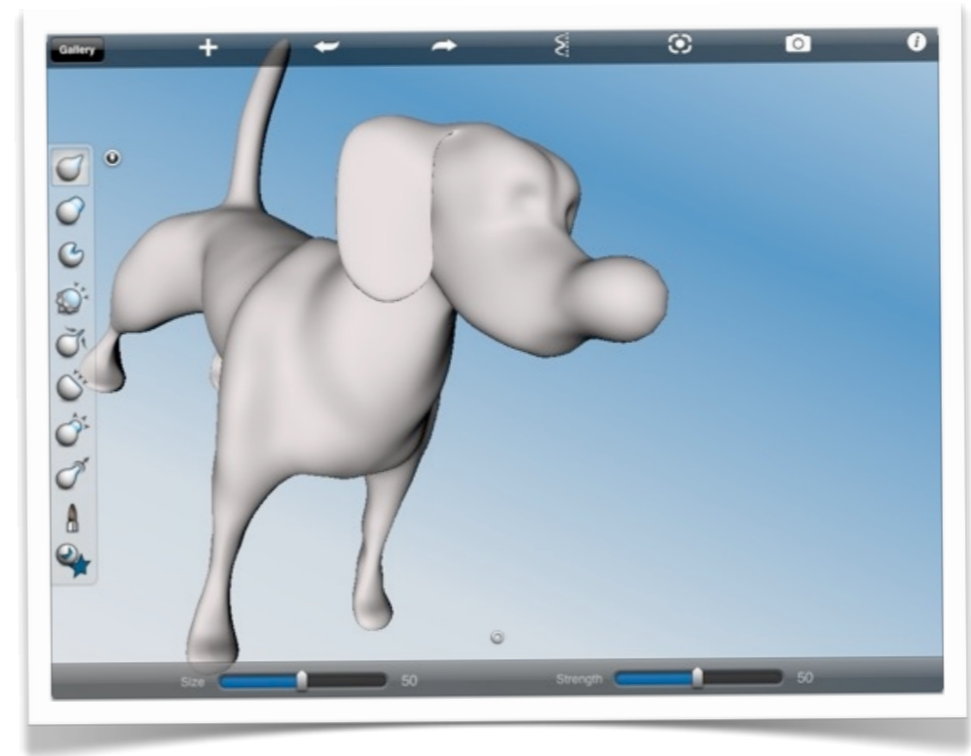
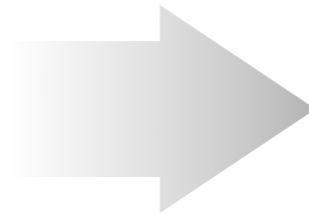
# Autodesk®



*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!!!*

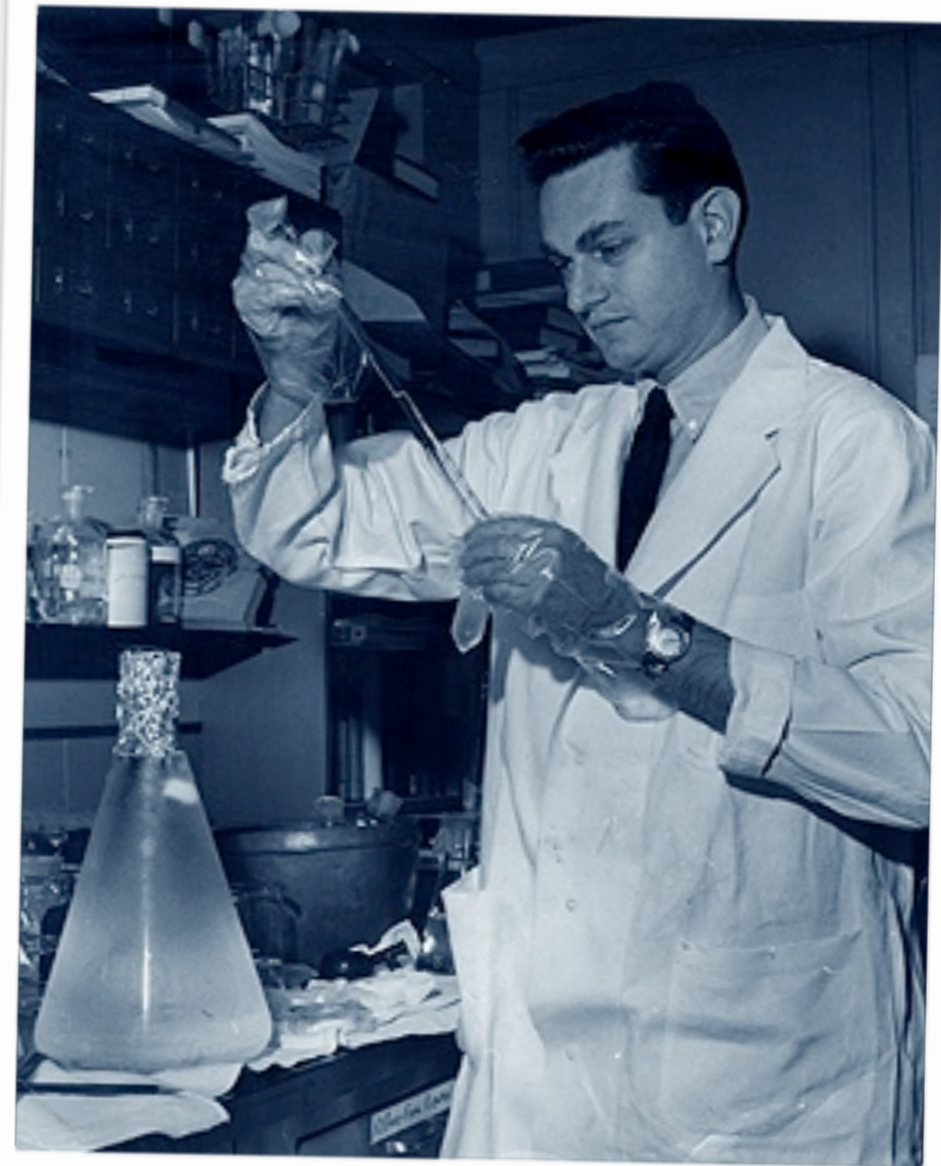
# Autodesk®

*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 photograph of a baby being held underwater in a swimming pool. The baby is looking towards the camera with a neutral expression. The water is clear and blue. The baby is wearing red swim trunks with a colorful fish pattern. The background shows the tiled edge of the pool and the surface of the water with some bubbles.

## **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*

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*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



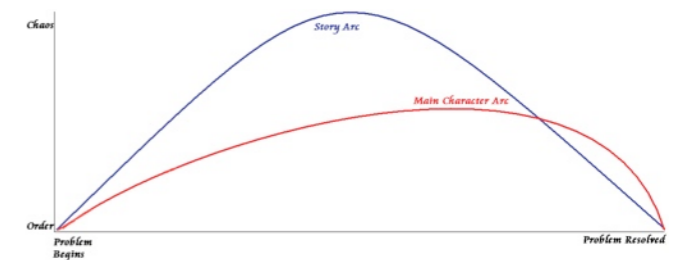
## *characters*

Great stories get the audience emotionally invested in the characters.



## *plot*

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

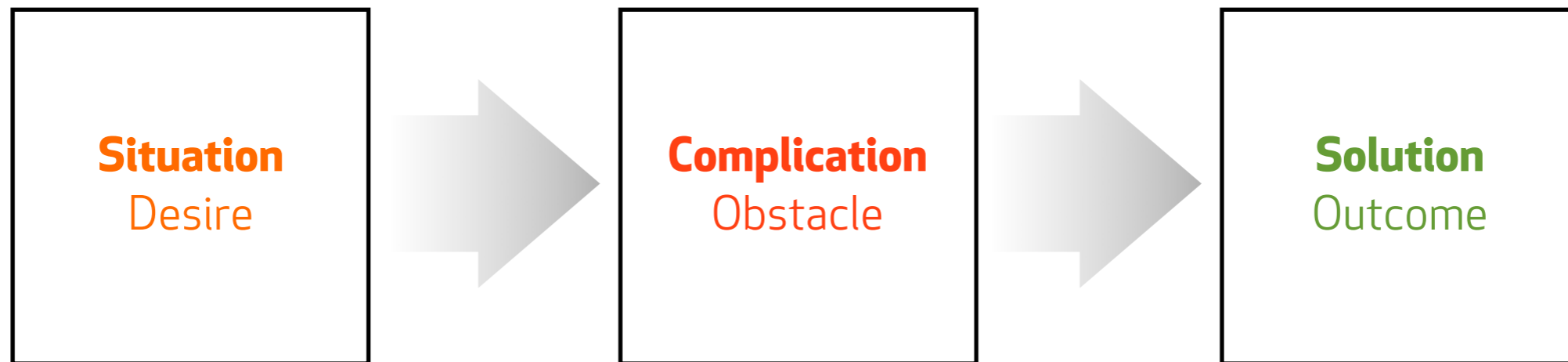


## *story arc*

Good stories have a beginning, middle and end.

# BUILD A STORY PLOT

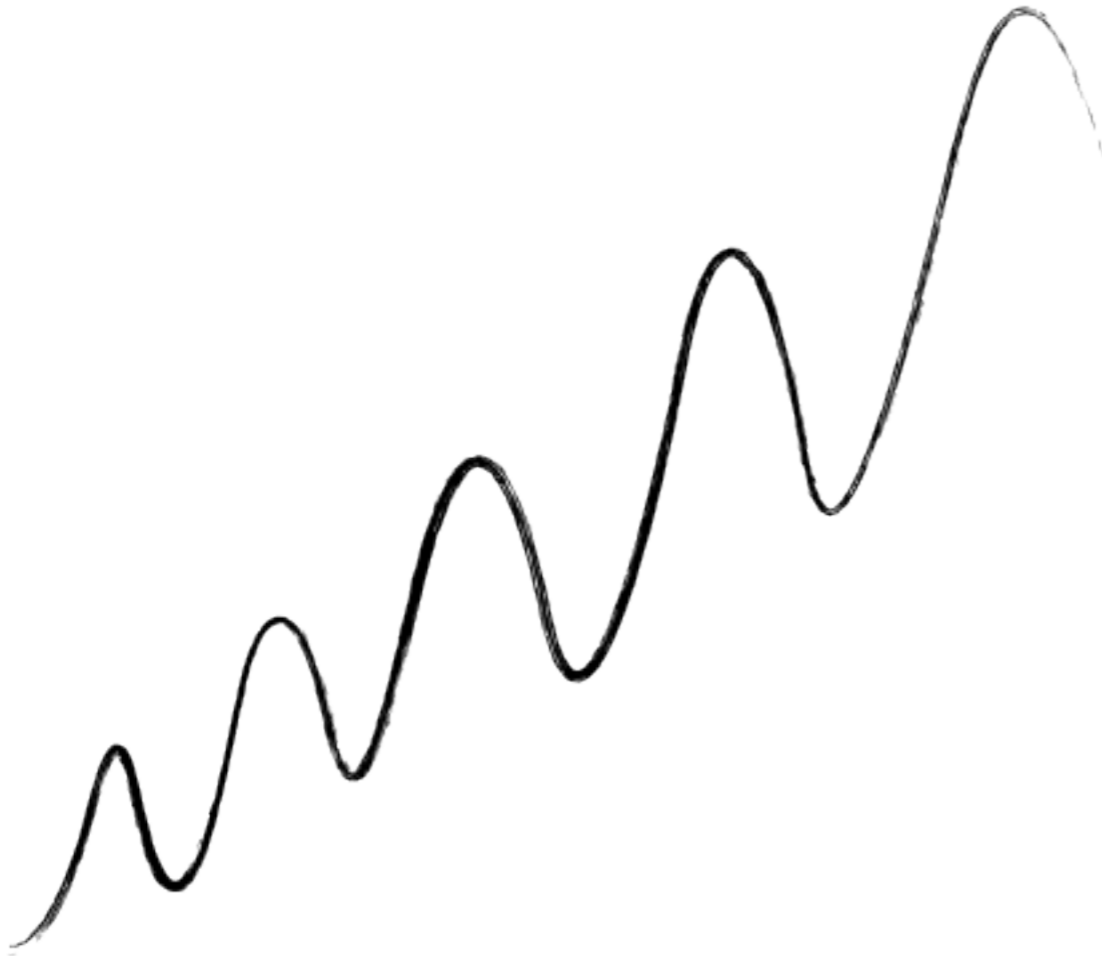
the storytelling template





# 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...*

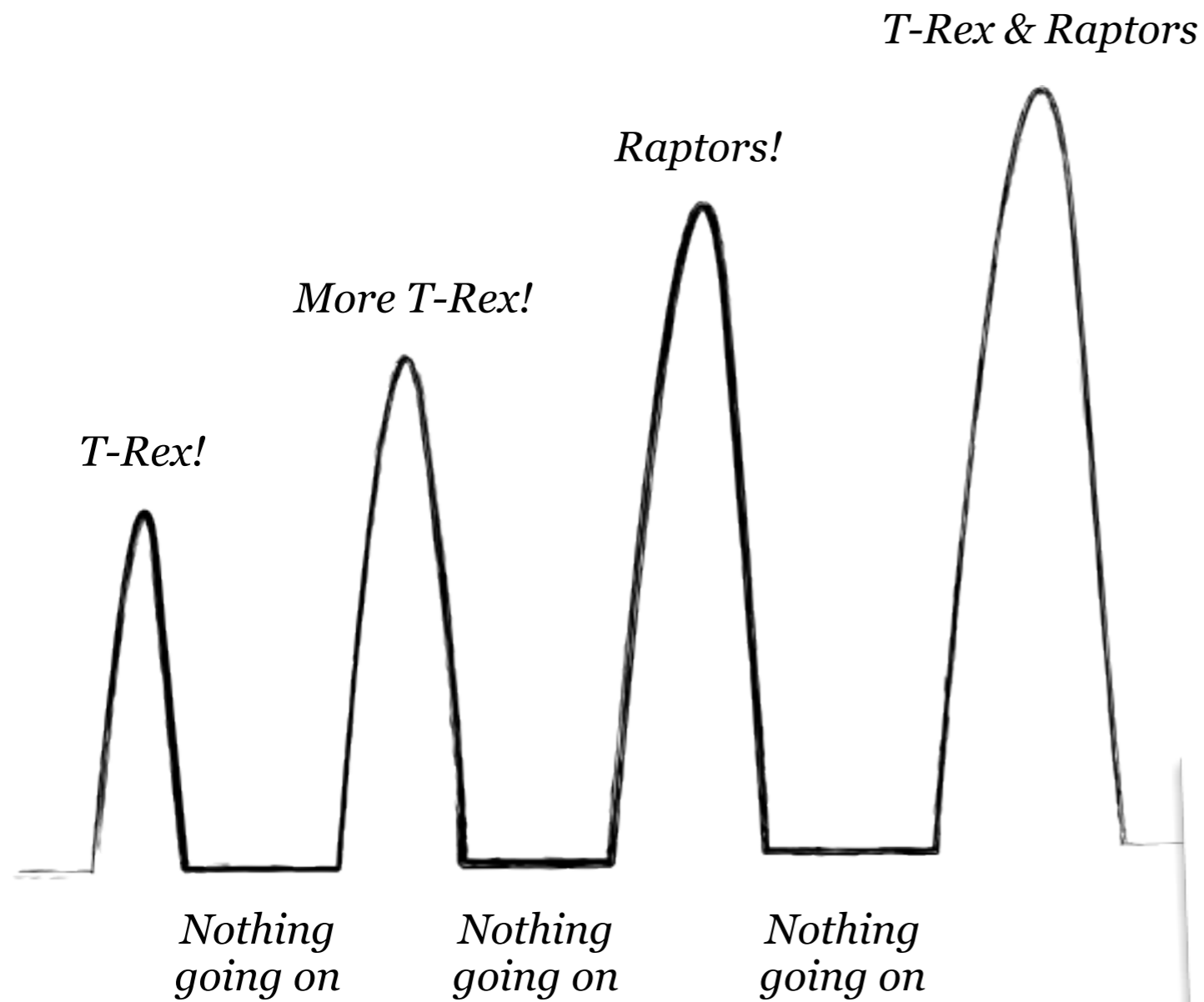
*What happened?*





# 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

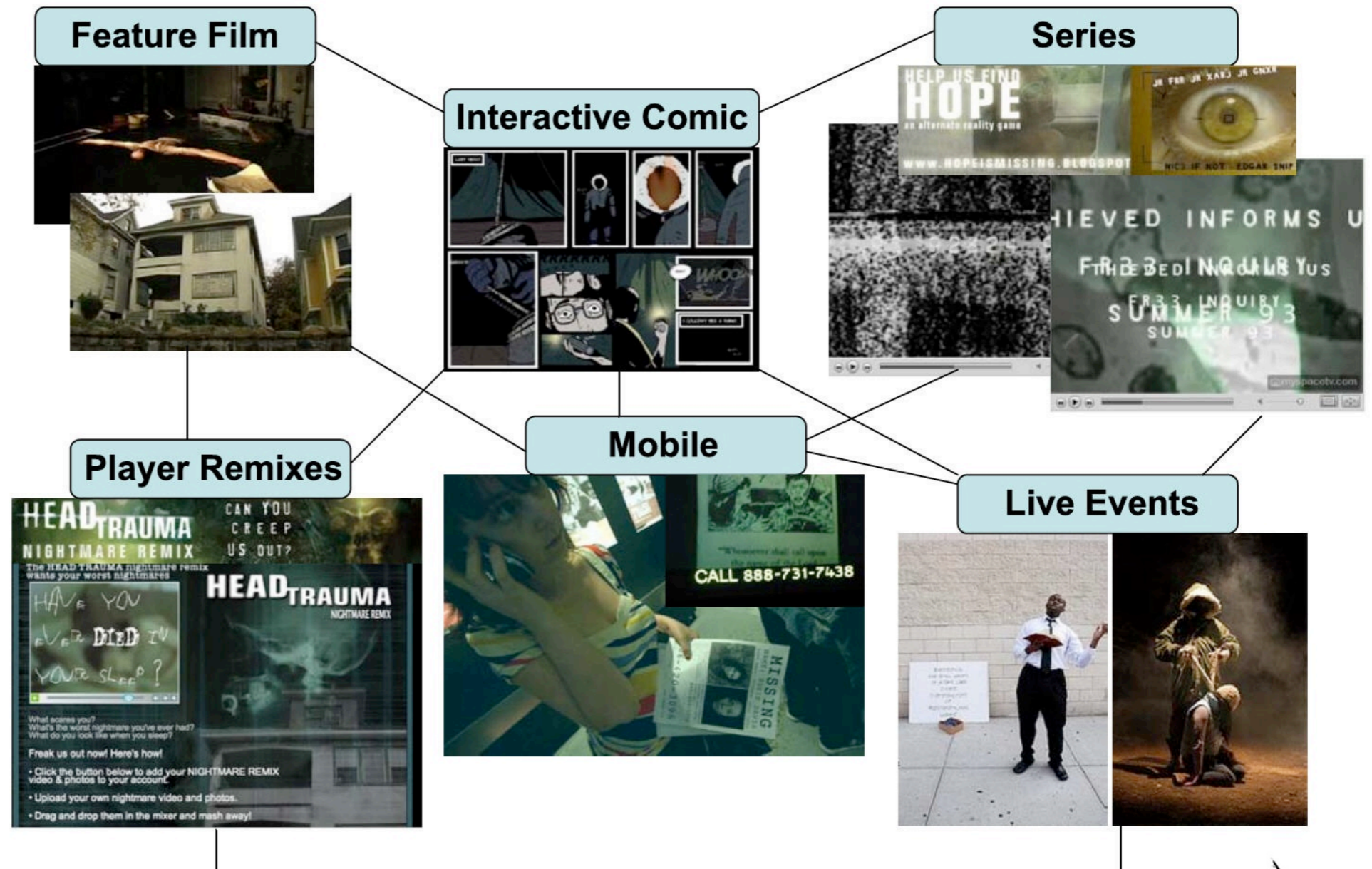


## STORYTELLING TOOLS

*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](http://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](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.*