Influencing Others with the Stories You Tell
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Tell me a fact and I’ll learn. Tell me the truth and I’ll believe. But tell me a story and it will live in my heart forever.

- Indian Proverb
Early 1900’s Civil Service Reform

(On the consequences of public employees kicking back percentage of salaries to political patrons)

To the average clerk, it means “the difference between having and not having a winter coat for himself, a warm dress for his wife, or a Christmas tree for his children...”

- President Theodore Roosevelt
You must dedicate yourself to the job at hand.

After all the cheers have died down and the stadium is empty, after the headlines have been written, and after you are back in the quiet of your room and the championship ring has been placed on the dresser and after all the pomp and fanfare have faded, the enduring thing that is left is the dedication to doing with our lives the very best we can to make the world a better place in which to live.”

- Vince Lombardi, Green Bay Packers football coach, 1959-1967
Controversy over age

- President Ronald Reagan
  1984 campaign
Controversy over age

- President Ronald Reagan
  1984 campaign
Controversy over age

Thomas Jefferson once said, 'We should never judge a president by his age, only by his works.' And ever since he told me that, I stopped worrying.

And just to show you how youthful I am, I intend to campaign in all thirteen states!

- President Ronald Reagan, 1984 campaign
People in this country get things done.

-President Barack Obama
State of the Union speech
2011
People in this country get things done.

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State of the Union speech 2011
People in this country get things done.

... And that dream is the story of a small business owner named Brandon Fisher.

Brandon started a company in Berlin, Pennsylvania, that specializes in a new kind of drilling technology. And one day last summer, he saw the news that halfway across the world, 33 men were trapped in a Chilean mine, and no one knew how to save them.

But Brandon thought his company could help. And so he designed a rescue that would come to be known as Plan B. His employees worked around the clock to manufacture the necessary drilling equipment. And Brandon left for Chile.

Along with others, he began drilling a 2,000-foot hole into the ground, working three- or four-hour -- three or four days at a time without any sleep. Thirty-seven days later, Plan B succeeded, and the miners were rescued. But because he didn’t want all of the attention, Brandon wasn’t there when the miners emerged. He’d already gone back home, back to work on his next project.

And later, one of his employees said of the rescue, “We proved that Center Rock is a little company, but we do big things.”

- President Barack Obama, State of the Union speech, 2011
The Rich Man and Lazarus

The Prodigal Son

The Wedding Feast

The Good Samaritan

The Mustard Seed

The Lost Sheep

The Unforgiving Servant
Anyone can be an effective storyteller
What story do you recall having made an impression on you?

– Could be humorous, sad, inspirational, or just someone’s life event

– Could be yourself, or a family member, co-worker, employee, pastor, neighbor, or even a stranger

• Who told it?
• What was the occasion?
• Why has it stuck with you?
Storytelling Themes

• Mistakes and failures
• Unexpected opportunities
• Risks and rewards
• Choices and consequences
• Lessons learned
• Obstacles and challenges
• Someone who inspired me
Storytelling Skills

• Tell a personal story
• Be honest and sincere
• Use other’s stories
• Have a beginning ... a middle ... and an end
• Make the story visual
• Use body language
Using your Personal Story

• Group of three people
• Each person select one of their stories and tell it to the group
• Group critique storyteller
  – Sincerity, ease of following, use of senses, body language, etc.
• Group discuss which themes story could cover
• Ten minutes per person
  – Two minutes for story itself
• “Critique others as you would have them critique you”
Influencing Others with the Stories You Tell

• Great leaders are great storytellers
• Simple stories can convey complex messages
• Storytelling is a skill that can be learned