

Getting to the Core of Your Story

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Chief Storyteller, Story First

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Enterprise Bank

Non-Profit Collaborative



Tappers and Listeners

1. Select a piece of paper from the pile.
2. Think about the tune of the song.
3. Will your partner be able to guess the song when you tap it? Write “Yes” or “No.”
4. Partner 1: Tap as much of the song as needed for your partner to guess it.
Partner 2: Try to guess the song.
Partner 1: If partner guesses right, put a check. If not, put an X.
5. Repeat, switching roles.

The Curse of Knowledge

Being such an expert that you forget what it was like not to be such an expert.

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The Curse of Knowledge

“Once people know some piece of information, they find it hard to imagine what it was like before they knew it. Their own knowledge makes it harder for them to communicate, and thus it is a ‘curse.’”

– Chip Heath, “Loud and Clear,” *Stanford Social Innovation Review*, Winter 2003

story first



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Our mission is to become the international leader in the space industry through maximum team-centered innovation and strategically targeted aerospace initiatives.

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I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the earth.

– *President John F. Kennedy, May 25, 1961*

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Tappers and Listeners: The Sequel

1. Everybody needs to find a partner who:
 - Does not work for or with the same organization as you.
 - You do not know personally.
2. When you find somebody who fits that description, sit next to them and decide who is going to go first (first tapper).
3. Tapper: You have 60 seconds to explain what your organization does and why it matters to your partner.
 - Listeners can ask follow-up questions.
4. Repeat, switching roles.

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THE ADVOCACY CONTINUUM

SEE IT

{Awareness}

GET IT

{Understanding}

LOVE IT

{Appreciation}

SHARE IT

{Advocacy}

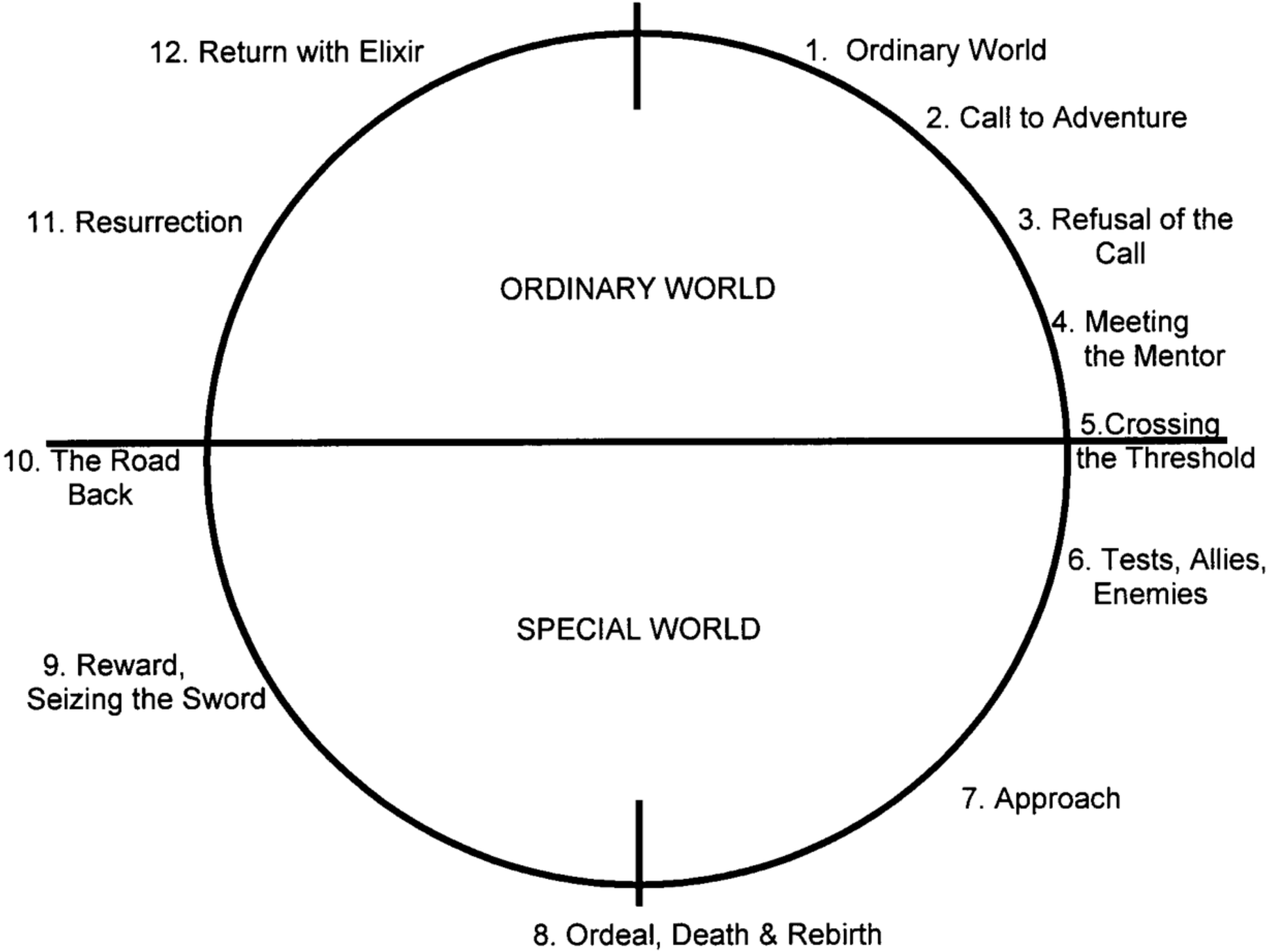
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Story Structure

Beginning > Middle > End

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THE HERO'S JOURNEY



Story Structure

Problem > Transformation > Resolution

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Story Structure

Before > Transformation > Now

story first

Story Structure

And > But > Therefore

story first



Why Science Needs Story



HOUSTON,

**WE HAVE
A NARRATIVE**



Randy Olson



And > But > Therefore

Randy Olson, a Harvard PhD, was a tenured professor of marine biology at the University of New Hampshire. AND in addition to his research, he started tinkering with making short videos that explained biology to normal people. BUT the more he made films, the more he realized he liked explaining science to non-scientists, and the more he felt unfulfilled by the research and teaching parts of his actual job. And so (THEREFORE) he left his tenured professorship to go to film school — on a mission to learn how to help scientists communicate with average people.

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Before > Transformation > Now

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And > But > Therefore

School and work environments are supposed to empower you to give your gift to the world.

But in those environments, people with learning differences often feel disempowered and deficient. Their way of working doesn't fit in that traditional box.

Therefore, we've built a learning environment where their energy and brilliance, instead of being lost, can be leveraged, and directed toward accomplishing big, meaningful goals. We call this place Inventive Labs.

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Story Structure

And › But › Therefore

Before › Transformation › Now

Problem › Transformation › Resolution

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Thank you!

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