

STORYTELLING - Innovation beyond 2020

Innovation Pioneers Tank meeting 3-2017

This briefing paper includes key take-aways from the 39th tank meeting, #3 2017, hosted by Alfa Laval in Stockholm. Peter Thorwid and other representatives from Alfa Laval, led the tank meeting together with Bengt Järrehult from Googol. The lectures shared different methods that later were used on a case in a workshop, in which the participants got to explore how storytelling can be used in order to make innovations stand out.

“I NEED TO STEP UP MY STORYTELLING, I LEARNED HOW TO.”

“STORYTELLING CAN BE HELPFUL IN ANY SITUATION WHEN YOU WANT TO INFLUENCE PEOPLE”

“I WILL USE THIS TO ENHANCE COMMUNICATION”

PURPOSE

The purpose of the workshop was to explore and experience different methods on how to work with Storytelling. Throughout the day, the participants were divided into smaller groups to work on a pitch, using different methods of storytelling.

METHOD

During the tank meeting Alfa Laval presented their history and how they create the best conditions for business models or future products by using storytelling. The tank meeting also included one guest speech from Lekplatsbolaget and their use of storytelling, and one from Bengt Järrehult, who spoke about different ways of working with storytelling and different models to use in order to maximize the outcome.

4 TAKEAWAYS

- The use of storytelling methods is not only good for presentations, but crucial in any situation when you want to influence people.
- An organization's strategies can be elevated by the use of storytelling, since stories often resonates emotionally with people
- Storytelling is about to catch the attention, which can be done in many different ways.
- Do not forget the powerful mix of credibility, logic and emotions (Ethos, Logos, Pathos)

During the day, which contained presentations from Leksplatsbolaget, Alfa Laval and Googol, the participants got a deeper understanding of different views on how to work with storytelling. Ivar Inkapööl and Mats Westerberg from Leksplatsbolaget began the day with an introduction on how they built playgrounds based on history, using the stories of history in order to build an environment in which both children and adults can relate.

During this workshop the participants were taken on a historical trip from 1883 when Alfa Laval was founded to where they are today and into the future. This also included a farm visit in groups. This gave the participants an introduction to the workshop that later were held, where they in groups were about to use the knowledge from the historical trip of Alfa Laval and the methods of storytelling in order to create a pitch based on an Alfa Laval based case.

Bengt Järrehult from Googol presented different tools on how to work with Storytelling and shared his insights in the power of rhetoric.

In groups of 5-6 people the participants were asked to come up with a pitch on how to convince a target audience(chosen by themselves) on why the new separators from Alfa Laval should be used. This was done by using the different methods of storytelling that earlier were presented by Bengt. The day ended with presentations, reflecting upon the learning outcomes and takeaways.



STORYTELLING:

Why?

How?

When?

What?

Where?

STORYTELLING: FOUR HELPING TOOLS

1. Catch, Core, Close
2. Character, Conflict, Spark, Change and Takeaway
3. Hero, Setup, Crisis, Pursuit, Conflict, Climax, Aftermath
4. Ethos, Logos, Pathos

(Outcomes from the lecture by Bengt Järrehult, see the attached file for full lecture)

START TO NARRATE!!!

STORYTELLING & INNOVATION

STORYTELLING VEHICLES

Purpose	Content base	Positive or negative	Level of detail	Mechanism
Spark action	True	Positive	Minimalistic	Listener's story
Nurture community	Moving	Positive or negative	Content	Listener's story
Share knowledge	True	Negative	Content	Listener's story
Disarm criticism	Funny	Positive or negative	Minimalistic	Listener's story
Lead a group	Fictional/ Visionary	Positive	Minimalistic	Listener's story

NARRATIVE TECHNIQUES

- Springboard stories
- Business models
- Scenarios
- Value propositions
- Brand narratives
- Customer's story

NARRATIVE TECHNIQUES

- Springboard stories
- Build a community
- Customer's story
- Learn & adapt
- Tame grapevine
- Lead to the future

STORYTELLING VEHICLES

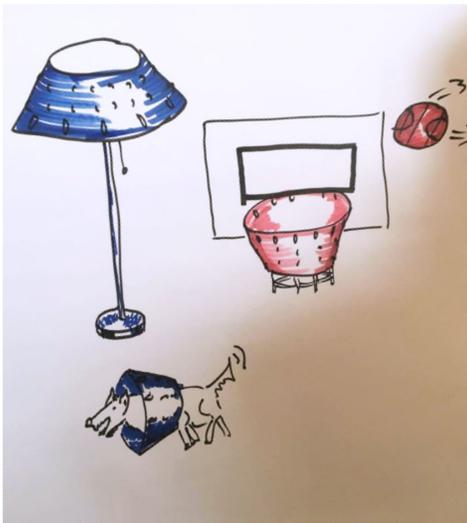
- Customer gatherings
- email
- Viral fika pauses
- Monday morning group meetings
- Board room
- "iTube"
- "iTweets"
- "iBlogs"

TOOL 1: Catch, Core, Close

Catch, Core and Close are three of the many hints about making good presentations that are given by Garr Reynolds in his book "Presentationzen".

You have maximum 30 seconds to **catch** the attention of your audience. The best way of doing this is by keeping them engaged, interested and involved. For you to make a good start – start by telling a story and dive into a scene directly. It is also important to catch the **core** areas. If you use PowerPoint slides, use these to emphasize what you are saying in graphs or pictures and try to avoid the use of bullets with lots of text on each bullet. *Do not (!)* try to show the audience how well educated and knowledgeable you are – it has the direct opposite effect. When it comes to the ending we humans are geared towards remembering the last things that were said, which makes it very important how you **close** it. At a wedding speech you can improvise as much as you want...but be sure that you, already from the beginning, know the exit of that speech.

TOOL 2 - Character, Conflict, Spark, Change and Takeaway



Character, Conflict, Spark, Change and Takeaway are the main themes in Akash Karia's book "TED Talks Storytelling" – where he has collected the common denominators in the "best" talks from TED.

It is important to have one person in your story that people can identify with, the **character**. If it isn't yourself, use details so everybody can make up a mental picture of him or her. Adding a **conflict** to your story makes the outcome of your story uncertain and hence more gripping, exciting and emotional. "What will happen next?" This conflict refers to the fight between opposing forces that makes a story irresistible. Moreover it is important that the listener have some process or wisdom to take home, the **spark**. Turning point or revelation that your character experiences or receives, prior to the actual change, in order to overcome the conflict. For the story to be interesting your characters must **change** somehow in order to resolve the conflict. Make sure that this change is something positive

that the listeners want to achieve too. The final theme is about making a point of your story, what is the **takeaway**? Summarize your key message in a short memorable phrase so that your audience will remember it well.

TOOL 3 - Hero, Setup, Crisis, Pursuit, Conflict, Climax, Aftermath

From 3, to 5 and now 7 different parts coming from Michael Hauge's bestseller "Storytelling made Easy" is a book more about storytelling with a purpose to sell to your customers. All storytelling is about selling but this is more directed towards commercial purposes.

The **hero** is "*the Character*" mentioned earlier. Describing the hero adds trustworthiness if it is about You and something that You have experienced yourself. Creating a **setup** lets the listener understand what the situation was like before something happened. Including a **crisis** is similar to the spark mentioned earlier, reveal the tipping point that forced your hero to take action to solve her/his problem. Moreover it is interesting to know what the character did to change the situation by using your process, product, solution etc, also called the **pursuit**. To add another angle we can use a **conflict** to tell what were the obstacles she/he encountered on the journey. Coming to an end it is important that the store has a **climax** which explains "what was the actual moment of success for your hero?". Finally, the **aftermath** is about telling how the life of the hero changed after reaching the goal and how he/she and the people around the hero react or behave now.

TOOL 4 - Ethos, Logos, Pathos

Coming from Aristotle, Demosthenes and some other of the old Greeks.

Effective storytelling does not come automatically, it is about making a connection between you and the listener in one way or the other. One way to capture the listener and tell a really great story, is by using Ethos, Logos and Pathos.

Ethos is about getting *trust, credibility, faith* and a *feeling* of respect and authority from your audience.

Logos is about being *rational, consistent* and *logical* in your storytelling.

Pathos is to appeal to the *emotions* of the audience.

LEARNING & RESULTS

Telling a story means you catch the attention from another angle, meaning you have high potential of catching the feelings of the listener in one way or the other. During the day the participants got a deeper understanding of how important the actual story is in a process of commercialising innovation. Some take aways were to invest in customer experience, empower your employees and cocreate with customers.

The participants realized the power of storytelling and how the use of different methods can make a big impact when trying to influence people, both internally and externally. Actually, it may be crucial to get your message across. As a great result, many participants realized the great use of storytelling in their professional life in order to develop their way of working with communication. *Remember to ask yourself, what sets us apart from others.*

LIBRARY

If you are interested in deepening your knowledge for storytelling, you should read:

Presentation Zen by Garr Reynold

The Mystery of Storytelling Julian Friedmann TEDX

Storytelling made Easy by Michael Hauge

The Storytelling Book by Anthony Tasgal

*Thank you for your participation during this year's third tank meeting and we look forward seeing you in December at the next meeting #40 on the 6th of December hosted by Arbetsförmedlingen and Myndigheten för Delaktighet in Stockholm. The topic is How Government Agencies are Taking the Lead on Innovation in Society. Sign up [here](#). **BUT FIRST Sign Up for Innovation in Action. Workshops are filling up fast! You will not want to miss all workshops, keynotes and a special executive panel which will bring totally new insights!***



One of Innovation Pioneers firm beliefs and core values is that innovation is driven by diversity. We aim to have a balance of gender, origin and various industries and organizational forms represented at our meetings.