

Telling the Story

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Let's
Make
It
Sticky!

Why Some Ideas Survive
and Others Die

MAD F.
to
STICK

Chip Heath & Dan Heath

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- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Stories

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SUCCESS!

- **Simplicity – Simple And Profound Ideas**

- Finding The Core Of The Idea

sUCCESS!

- **Unexpectedness – Getting The “Audience” To Pay Attention To The Ideas**

- Finding Humor
- Break The Pattern
- Surprise Gets Our Attention – Interest Keeps Our Attention
- Change Their Schemas – Mental Model Of Success

SUCCESS!

• **Concreteness – Clear Ideas**

- Language Can Be Abstract – Life Is Not – Make It Life Focused
– Use natural language.
- Give Them Something They Can Touch, Feel And Experience

SUCCESS!

• **Credibility – Believe In The Ideas**

- The Messenger Becomes The Message
- Rumors Become The Message
- Vivid Details Enhance The Message's Credibility

SUCCESS!

• **Emotions – Caring About Our Ideas**

- For People To Take Action They Have To Care
- Association With Emotions That Already Exist
- Find What They Care About
- WIIFY – What's In It For You – Not WIIFM (Me)
- Become The Person Who Has The Problem

SUCCESS!

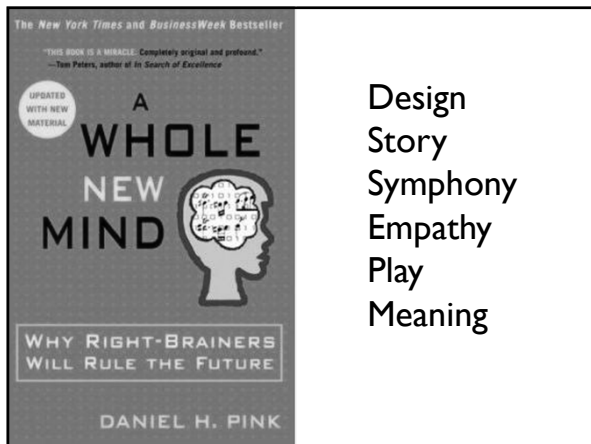
- **Stories – Acting On Our Ideas**

- The Right Stories Make People Act
- Stimulation (Knowledge About How To Act); And
- Inspiration (Motivation To Act)

Beware of:

- **The Curse of Knowledge**

- Hard to imagine what it was like to not know something



Design
Story
Symphony
Empathy
Play
Meaning

- **Story** - fact-finding has been democratized. Anyone can find information. What matters more is putting facts in context and delivering them with emotional impact
- **Symphony** – seeing the big picture; how do things work together in our organizations
- **Empathy** – seeing things from others point of view; employees?, customers?, superiors? Forge relationships, care for others

Talking the Talk

- There are two types of speakers:

Those who get nervous and those who are liars.

Mark Twain

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- Public speaking
 - Number 1 fear?
 - Death is number 7???
- No one ever died from giving a bad presentation!
 - President William Harrison developed pneumonia after giving longest inaugural address in history

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Determine Audience

- Employees – yours, faculty
- Administrators
- Board of Education
- PTA/PTO
- Students
- Community

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Speaking

- Try to create a conversational mode
 - Don't mention that your nervous
- Make eye contact
 - Not furtive sweeping looking for an escape
 - Pick one person for an instant to connect to
 - Look for a nod
- Use hands and arms expressively, naturally
 - Not body wrap
 - Careful about hands in pockets

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- Voice to punctuate words
 - Vary your voice
- Practice, Practice, Practice
 - Verbalization – Say it out loud just as you will for the presentation
 - Don't memorize, but work on the flow
 - Filler Words/sounds

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- Arrive early so you're not rushed
- Check technology to make sure you are comfortable
 - (think through what if doesn't work?)
- Walk around stage or area
- Sit in audience to see their perspective
- Podium or not

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Next Steps

- Develop presentation
 - Powerpoint?
 - Practice changing slides – Remote or not?
 - Don't put too many fancy transitions and animations into it
 - Font size, color, background
 - Don't read slides, if you can help it
 - Careful using video
 - Accessing internet

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- Handouts?
- Storyboard process
- SnagIt.com

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Speaking Resources

- Confessions of a Public Speaker
 - Scott Berkun
- The Power Presenter
 - Jerry Weissman
- Presentation Zen
 - Garr Reynolds
- Toastmasters International
 - www.toastmasters.org – find a club near you

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