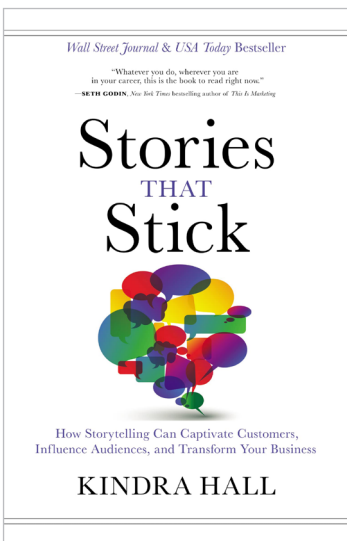


EXECUTIVE BOOK SUMMARIES

www.convenebooksummary.com



ABOUT THE AUTHOR

Kindra Hall

Kindra Hall helps business brands harness the power of storytelling.

Stories That Stick

THE NUTSHELL

HarperCollins Leadership 2019

Introduction

In the pages that follow, we'll discover how storytelling has the power to change how everyone in business thinks, feels, and behaves, and how you can use that power yourself.

1. The Gaps in Business and the Bridges That Close Them

The most obvious gap in business is the void between the customer and the company. Storytelling is one of the most powerful business-building tools in existence. It captivates, influences, and transforms customers, stakeholders, talent, and beyond, closing the gaps in business with bridges that last.

2. Once Upon a Brain: Story-hacking the Nervous System.

For all the power of story to captivate, influence, and transform the brain, there are two key things we also know from studying the neural impact of story. The first is that there actually has to be a story. Not everything is a story. Second, not all stories are created equal.

3. What Makes a Story Great?

Great storytelling isn't as complicated as you might think. What you need are the four essential ingredients that make a story a story.

Stories That Stick

Identifiable Characters.

Authentic Emotion.

A Significant Moment.

Specific Details.

And a simple way to put them together:

Normal: Things are how they are.

Explosion: Something happens.

New Normal: Things are different.

No matter what the gap is in your business, one of these four key story types will be the bridge you need.

4. The Value Story: How Storytelling Drives Sales and Marketing

The most important gap any business needs to bridge is the gap between what they offer and the people who, whether they know it or not, need it. People don't buy the *thing*. They buy what the thing will *do* for them. In order for them to do that, you have to tell them a story. That story is the value story.

5. The Founder Story: How Entrepreneurs Use Story.

Every business has a founder story. Ultimately, the power of a founder story is its ability to humanize the business the founder started. Instead of leading with facts, figures, or information, the story needs to start with the people behind the company.

6. The Purpose Story: How Leaders Use Story to Align and Inspire.

One of the most versatile of our story types, purpose stories can bridge all kinds of gaps. At their core, purpose stories are about alignment and inspiration. Together, alignment and inspiration create purpose, and you need both to make progress.

7. The Customer Story

The long history of customers praising (or panning) products is a pastime that keeps on giving. Customer experiences have a natural edge over traditional marketing because they come preloaded with what a marketing value proposition lacks: credibility. When you tell someone your product is great, that's called marketing. When another customer tells them, it's called a referral, and referrals carry a whole different level of clout.

8. Finding Your Story

Even if your stories are small, you have them, and they are worth telling. Good story finding is a combination of both collecting and choosing.

Story collection is about generating story ideas without regard for whether they're any good or appropriate or useful or even tellable. *Story choosing* involves picking one that fits your needs, your business, and your audience. Your audience is key: Who are you telling this story to? What do you want them to think, feel, know, or do?

Stories That Stick

9. Crafting Your Story

Crafting the story is where you take a happening and make it matter. This is where you get to make your audience care. This is where the listener or reader of your story settles in, lets down their guard, and if you do it right, blurs the lines between their world and yours long enough for you to bridge the gap.

10. Telling Your Story

If you find your story and put the effort into crafting it, but you never tell it, does it even matter? When in doubt, tell a story. Tell them in emails and email campaigns. Leave a story in a voice mail. Tell them in meetings. Tell stories in webinars. Tell them online. Be the one who people look forward to hearing from, even if they can't quite put their finger on why. You know why. Because people love stories.

Conclusion: Happily Ever After Is Just the Beginning

Remember that stories are a way to make sense of things that have happened or might happen. It isn't just something we do or need. Stories are what we are.