

## Tool: Story Telling

- I am strong believer of stories to understand organizations and teams, deliver messages, and eventually building your leadership, especially at times of crisis. Dr Jennifer Aaker from Stanford University opened my eyes on the power of stories. Spend a few minutes to watch this video <https://futureofstorytelling.org/video/jennifer-aaker-the-power-of-story>
- PIXAR has developed over the years a useful methodology on how to build a story. There are rules and structures. The one most inspiring to me was the story spine which is universally applicable and goes like this:
  - ONCE UPON A TIME THERE WAS ...
  - EVERY DAY...
  - ONE DAY ...
  - BECAUSE OF THAT ...
  - BECAUSE OF THAT ...
  - UNTIL FINALLY ...

Read more on this article Try yourself for any story you want to create for your team or any audience

[https://medium.com/@Brian\\_G\\_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fcc6ae225f50](https://medium.com/@Brian_G_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fcc6ae225f50)

## Tool: Story Telling (cont.)

- Nancy Duarte is another favor specialist on persuasion and story telling. Watch her TED Talk to better understand how stories can change the world.

[https://www.ted.com/talks/nancy\\_duarte\\_the\\_secret\\_structure\\_of\\_great\\_talks?language=en#t-142449](https://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks?language=en#t-142449)