

THE POWER OF STORYTELLING

HOW TO USE STORIES TO **ENGAGE, PERSUADE AND INSPIRE**



AGENDA

What is storytelling in business?

Why stories matter?

Ideal structure of a story

Practical tips for choosing and telling stories

WHAT EVERYONE REMEMBERS
IS A GOOD PERSONAL STORY.

WHAT IS STORYTELLING IN BUSINESS?

Storytelling in business is **a skill** that involves using stories **to communicate ideas, share experiences, and persuade audiences** by making messages memorable.



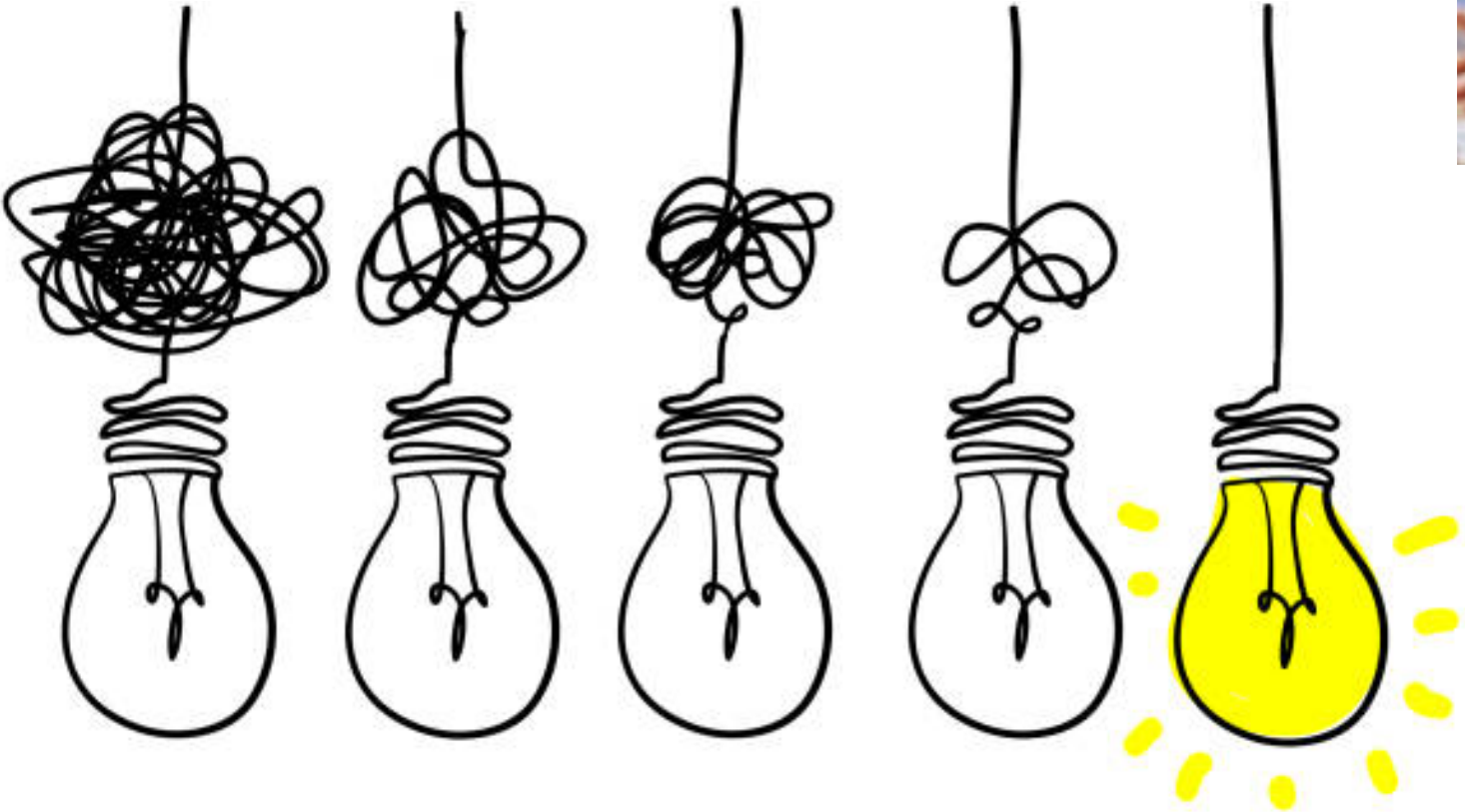
WHY STORIES MATTER?



Stories create a connection and hold attention



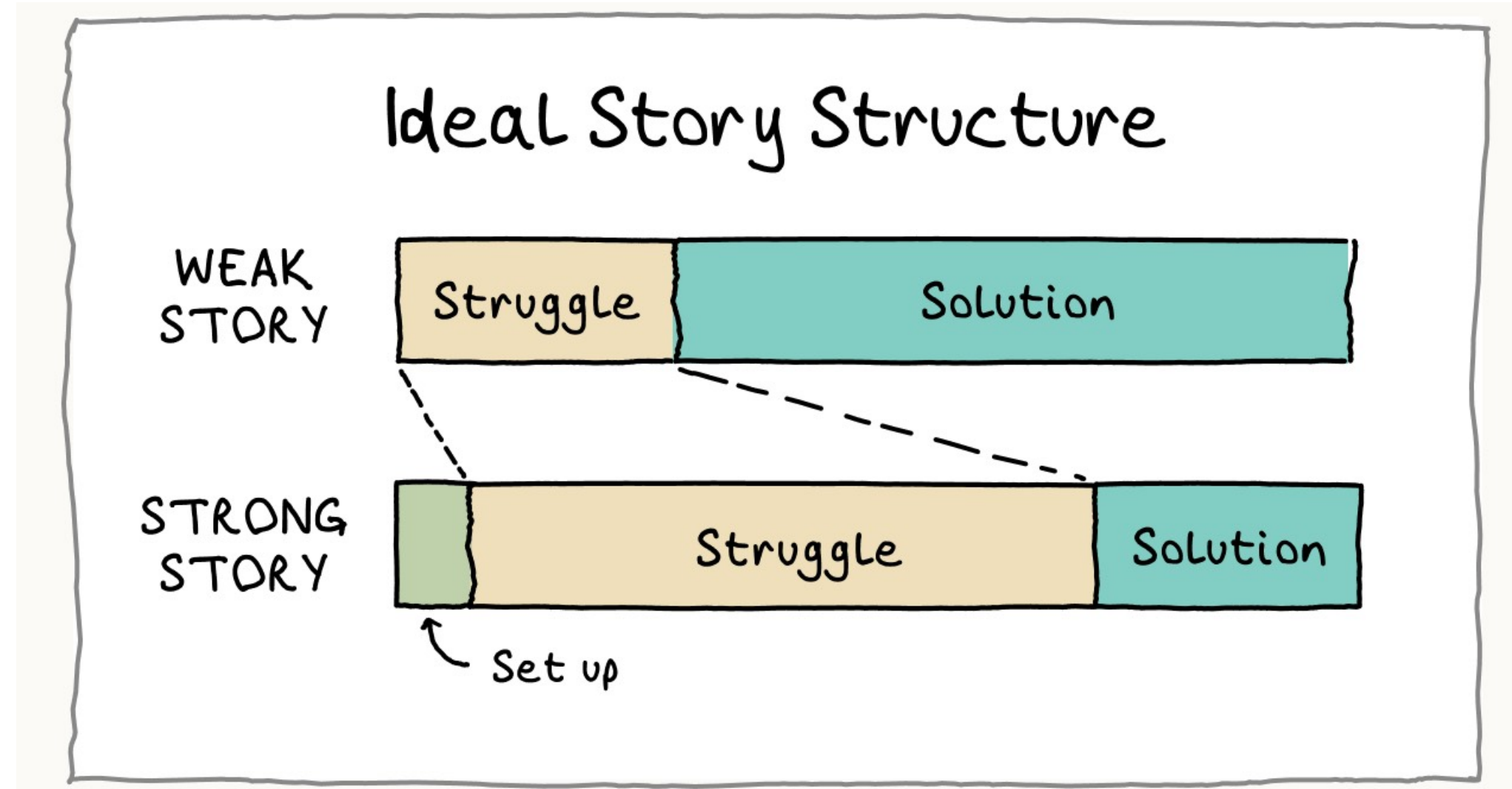
People remember stories better than facts alone



Stories make complex concepts relatable and easy to understand

IDEAL STRUCTURE OF A STORY

1. The Setup
2. The Struggle
3. The Solution



IT'S THE STRUGGLE
THAT REALLY ENGAGES THE AUDIENCE,
FAR MORE THAN THE SOLUTION

PRACTICAL TIPS FOR CHOOSING STORIES

WHAT STORIES TO TELL?

WHEN PITCHING YOUR **PET PROJECT**

How you came up with an idea

Why you're passionate about it

How you've been working on it

What difficulties you've had

The customer journey

The unexpected twist



The underdog story

DO'S AND DON'TS

WHEN PRESENTING PET PROJECTS

Don'ts:

Don't just describe the project

Don't generalize successes

Don't skip the struggles

Do's:

Do share your passion

Do highlight unique features

Do discuss challenges overcome

WHAT STORIES TO TELL?

WHEN DELIVERING YOUR **PROFESSIONAL PITCH**

The moment that made me passionate about my field

A project I led that made a big impact

How I overcame a major obstacle at work

Why I made a key move in my career

A creative solution I introduced that really worked



DO'S AND DON'TS FOR STORYTELLING

PROFESSIONAL PITCHES

Do's:

- Do** share your motivation
- Do** highlight achievements
- Do** discuss challenges
- Do** personalize your journey
- Do** show impact

Don'ts:

- Don't** just list facts
- Don't** generalize responsibilities
- Don't** ignore failures
- Don't** be too formal
- Don't** overlook soft skills

WHAT STORIES TO TELL?

WHEN PITCHING **A STARTUP**

Share how the startup idea was born and what inspired its creation

Describe the initial challenges and how your team overcame them

Highlight a key moment or milestone that significantly advanced your startup

Tell a story about how your startup has positively affected a customer or user

Paint a picture of where you see the startup heading and the impact you aim to make



DO'S AND DON'TS FOR STORYTELLING

FOR PITCHING **STARTUPS**

Don'ts:

Don't Just List Features

Don't Overlook Challenges

Don't Be Too Vague

Do's:

Do Share the Origin Story

Do Highlight Early Struggles

Do Show Breakthrough Moments

WHAT STORIES TO TELL?

WHEN PITCHING **ESTABLISHED BUSINESSES**

Share the journey of how the product or service has evolved over time

Describe real-life examples of how your product or service has solved problems

Offer a glimpse into the development process or the team behind the product

Highlight measurable results or successes achieved by users of your product or service

Connect the product or service to the company's values or mission



DO'S AND DON'TS FOR STORYTELLING

FOR ESTABLISHED BUSINESSES

Don'ts:

Don't skip real data

Don't neglect the customer's needs

Don't ignore competitors

Do's:

Do tell success stories

Do focus on benefits

Do align with company values

WHAT STORIES TO TELL?

WHEN PITCHING TO YOUR **TEAM**

Share a personal story of when you realized the need for the new idea or solution

Tell a story about another company or team that faced a similar challenge and successfully implemented a similar solution

Share a specific story about a customer's struggle that this new idea could address



**INVESTORS INVEST IN PEOPLE
MORE THAN IN PRODUCTS.**

***“GREAT DELIVERY CAN OVERCOME
MEDIOCRE SLIDES BUT NO NUMBER
OF BRILLIANT SLIDES CAN SAVE A
DISASTROUS DELIVERY STYLE!”***

**UNFORTUNATELY, MOST ELEVATOR PITCHES, PRODUCT DESCRIPTIONS, AND
MARKETING MESSAGES ARE **ABSTRACT**.**

PEOPLE REMEMBER **PEOPLE,
WITH ASSOCIATED EMOTIONS.**

**PERFECTING YOUR PITCH
WON'T COME STRAIGHT AWAY,
BUT PRACTICE IS KEY.**

THANK YOU

