

# Unleashing Communication Story-Based Strategies and Tools



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## OUR AGENDA

- Look at a tool for eliciting stories that facilitates reflective conversations
- Discuss case studies that feature use of the tool
- Review strategies for implementing story-based communications in organizational learning



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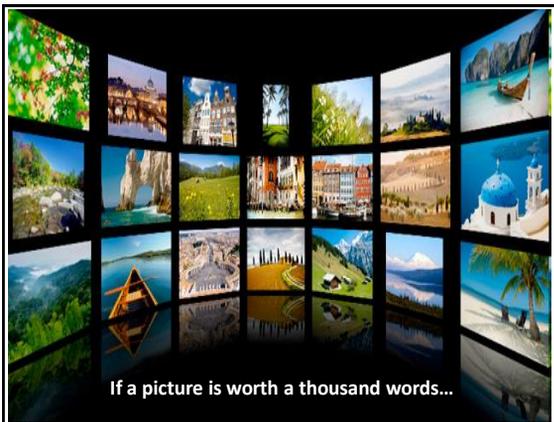
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### Poll

Are you currently using stories in the design and delivery of your organization's learning initiatives?

- A. Not at all
- B. Rarely
- C. Occasionally
- D. Extensively

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**What are some of the ways you are currently using storytelling in your learning initiatives?**



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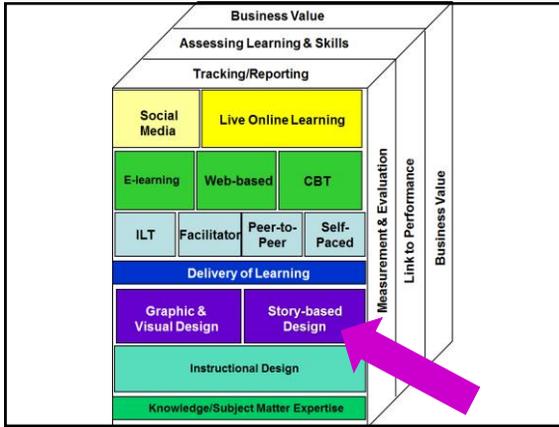
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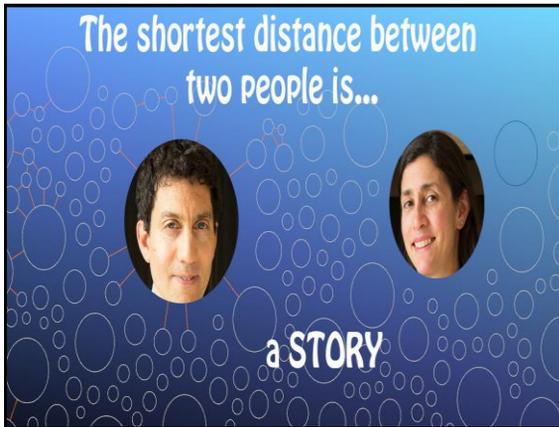
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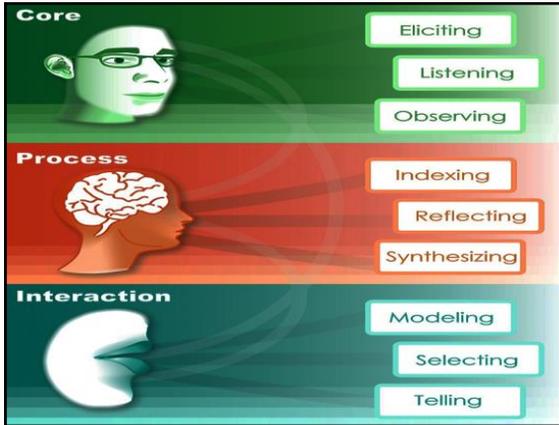
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**ROE**

MIN MAX

**“ROE”**  
Return on Experience

Experiences are best shared as stories.

“Reflecting on **stories** leads to knowledge transfer that results in performance improvements.”

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So, if you were interested in drawing out stories from a group how would you trigger them?



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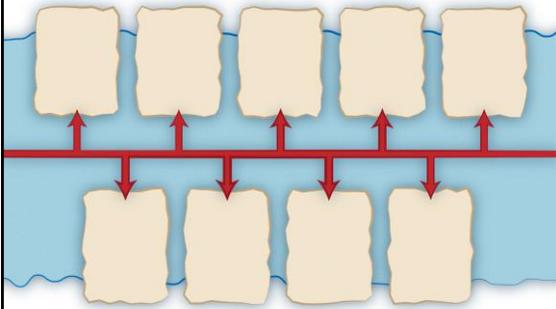
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Timelines are a good way to trigger stories.



For more free printables, please visit [www.timvandevall.com](http://www.timvandevall.com)  
Created by Tim van de Vaf | Copyright © 2013 Quirk Renaissance Press LLC.

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Stories beget stories.



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### 3 Steps for Eliciting Stories

- STEP 1: Create Trust**
- Building history with others
  - Creating joint stories
  - Having shared experiences
- STEP 2: Instill a Climate of Sharing**
- Willingness to share
  - Inviting others to share
  - Demonstrating appreciation of others' experiences
  - Pacing
- STEP 3: Adapt your Language**
- Rephrasing questions
  - Developing alternative questions
  - Matching others' language

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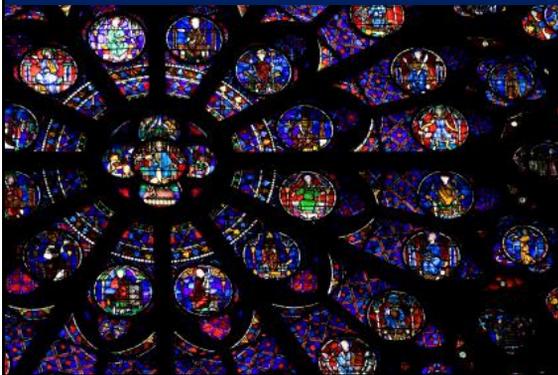
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### Story Collage



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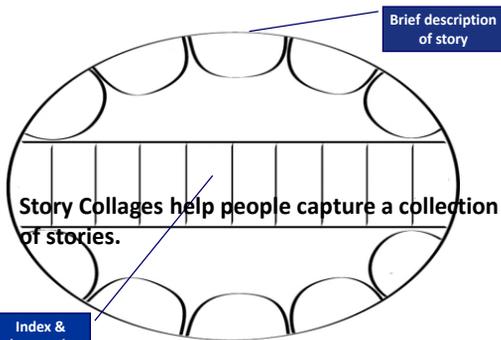
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### Story Collages help people capture a collection of stories



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**Good Question**  
**Beginnings to Elicit Stories**

Tell me about a time when...  
Tell me about a moment when...  
    What happened?  
Do you have an example?  
    When have you felt...?  
    Where does it happen?  
Can you illustrate that for me with a specific instance?  
    When were you most...?  
What were the major turning points?  
    What happened?  
    When have you seen this occur?

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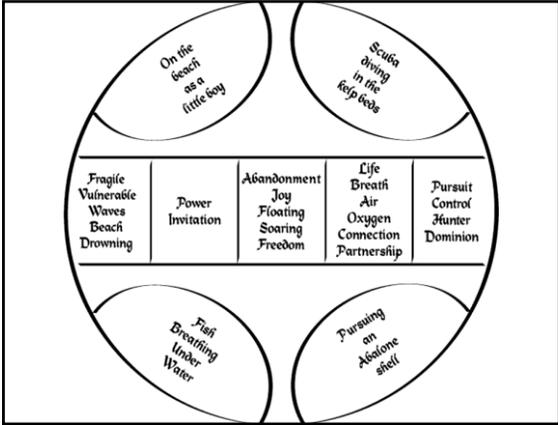
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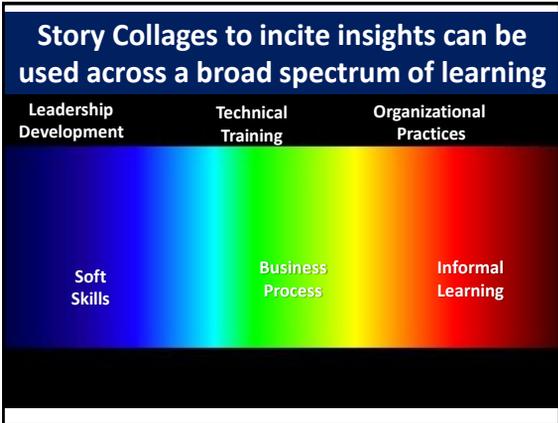
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What experiences have I had, heard, or observed that remind me of and illustrate any of Princess Cruises' Core Values in action?

We serve | We are steady | We respect our team | We are accountable | We innovate | We do it right

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Response to stories brings synchronization.

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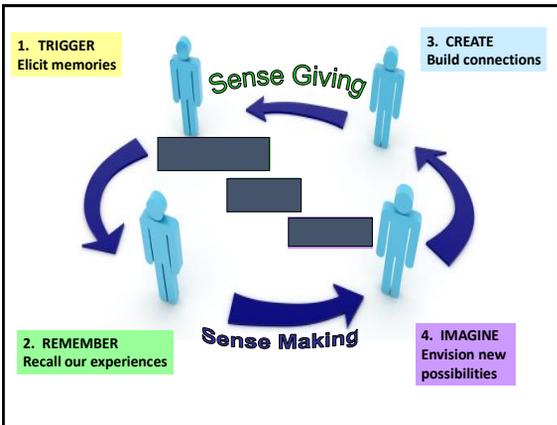
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## FIVE Strategies to Get You Started

1. Create orchestrated, unstructured opportunities for people to share stories.

2. Designate and design specific physical spaces that promote informal, extemporaneous interactions.

3. Make the on-going development of relationship skills and communication competencies as top learning priorities throughout all levels of the organization.

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## FIVE Strategies to Get You Started

4. Fold story-based activities into existing training programs. Orient instructional designers to story principles.

5. Develop and coach trainers on advanced facilitation techniques for working with participants' stories.



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