

Storytelling in Business.

ABCDO's

A - Answers | **B** - Bouncers | **C** - Counters | **D** - Duo | **O** - Objects

Each of these behave as a guideline on how to inject stories into your meetings in clever, subtle ways that allow you to achieve influence and impact.

Answers



Use stories when answering questions. This will take some practice, but it will add the opportunity for depth and connection in your conversations. These can be delivered in different lengths and you can decide on how much information you would like to share.

Keep the following tips in mind when using this technique:

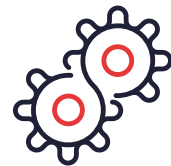
- Do not answer every question with a story. Be strategic.
- Ensure that your story answers are short and snappy.
- Practice and remember to build your story index. Practice makes perfect.

Bouncers



A bouncer is achieved when attached to a statement. It is best explained as a way to plug a story into a conversation, by bouncing (or saying) something that creates interest. It generates the opportunity to connect through the effect of the chosen story.

Counters



The main objective here is counteracting an argument/issue/obstacle with a story that contains a desired effect.

Counteracting with logic rarely works because people typically provide specifications and schedules of what will be covered, and how it will overcome the issue. This is a very logical approach and lacks emotion. However, in contrast if you tell a story, it creates connection through emotion and provides evidence that it has the potential to work.

Duo



The name says it all. For this skill you need another person to establish your duo. The duo function is used by incorporating a story and asking questions, getting the other person to feed the story back to you. This is particularly effective when you need to connect or display an effect of something by using the power of dialogue. The story can then be led in any direction and create a desired effect in the person answering the questions and the audience observing.

This simple dialogue tells an organic story and allows for greater connection amongst all participants.

Objects



This refers to using an actual object or "conversation starter" which allows you to launch into a story in a meaningful way.

This can be achieved by:

- Wearing a special item of clothing or jewelry.
- Displaying an item that stands out in your surroundings.

The object allows for stories to be encouraged and create the opportunity **storytelling.com** for you to share a story.