

# STORYTELLING

## Pocketbook



A pocketful of tips,  
techniques and tools  
on how to use stories  
to inspire and persuade  
people

**Roger E. Jones**

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# THE STORYTELLING POCKETBOOK

By Roger E. Jones

*Drawings by Phil Hailstone*

"We live in the participation economy. A time when stories and conversations are what count; marketing has changed forever, moving from creating awareness and demand to inviting the audience to join a movement. And all movements are based on a great story. This book will help you become the best storyteller you can be. And it's fun too!"

**Kevin Roberts, Worldwide CEO, Saatchi & Saatchi**

"Good stories have impact. This helpful book gives you a practical guide on how to create, shape and deliver yours."

**Rob Goffee, Professor of Organisational Behaviour, London Business School  
and joint author of *Why Should Anyone Be Led by You?***

"The art of storytelling has become key to successful leadership and organisation change. Roger Jones' *how to* pocketbook gives today's managers the know-how to develop this art to make a real and practical difference to their leadership effectiveness."

**Professor Frank Horwitz, Director, Cranfield School of Management**

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## Praise for the Storytelling Pocketbook

"In a constantly changing world, leading and influencing change is a necessity for anyone in business. This book provides an enjoyable and practical guide to how to use storytelling to engage your audience and increase your chances for success. Unless you are a hermit, living on a desert island, this book will be of use to you."

**Frank Douglas, Executive Vice President, Group Human Resources Director, Misys plc**

"I used to love stories as a child but never realised their power in business until I went to one of Roger's seminars. This book brings the power of the story to life in real and practical terms. It leaves the reader with a real sense of why stories matter, from the cooking (up a plot) stage, to the *when*, *how* and *where* of delivery. It's not just a must read for those engaged in engaging others, it's also an entertaining one."

**Simon Levine, Global Practice Group Leader, DLA Piper UK LLP**

"I've always admired people who tell great stories and have been intrigued by how they do it. This book demystifies the art of storytelling and gives many practical pointers for using stories in different contexts. I will definitely be using the tips and techniques in the book to build my story library and become a more effective storyteller."

**Sarah Henbrey, Director of Organisational Development, Three UK**



# WHY STORIES MATTER

## WHY STORIES MATTER



# HOW THE AUTHOR DISCOVERED THE POWER OF STORYTELLING IN BUSINESS

*In November 1996 I worked for a multinational technology firm with responsibility for their key global customers. I had been asked to deliver our company's presentation at one of our industry's global conferences in Mexico. I prepared diligently: gathered lots of statistics and graphs, described product features and thought of ways to tell the audience why we were the best. I had a modest 50 PowerPoint slides.*

*In no time at all, there I was in the bland hotel conference room, walking up on stage to deliver my talk. The audience looked moderately interested. And I must confess I walked off the stage feeling a little smug, thinking I had done a pretty good job. I even received a warm ripple of applause.*

*My talk was followed by a coffee break, and I saw the next speaker, the CEO of a large US firm, getting ready to give his presentation. I must confess I thought: there's no way he's going to be as good as me.*

## WHY STORIES MATTER



# HOW THE AUTHOR DISCOVERED THE POWER OF STORYTELLING IN BUSINESS

*He walked on stage but didn't stand at the podium as I had done, didn't use any prompt notes as I had done and didn't show any PowerPoint slides as I had done.*

*Standing at the front of the stage he told a whole series of stories, with just a few facts sprinkled in here and there. He told a change management story about how, as a wayward teenager, he had changed after talking to a policeman; when talking about sales growth, he didn't use graphs but talked about his blossoming garden; on leadership, rather than the usual examples of great generals and leaders from history, he talked about a teacher and the leadership lessons he learnt from her.*

*When he walked off stage, he didn't receive a warm ripple of applause as I had done – he got a standing ovation. My heart sank as I recognised what a poor job I had done, as a leader, in trying to inspire the audience with my logic. It was then that I realised that great leaders are invariably great storytellers.*

*It was then that I realised that storytelling solves the problem I had faced in the past – how to get your message to 'stick' and inspire people to take action. It was that experience that turned me into a storytelling advocate.*

## WHY STORIES MATTER

### SO WHO IS THIS BOOK FOR?



This pocketbook is for anyone who wants to use pragmatic storytelling to help them achieve results in their day-to-day work. For example:

- Supervisors who want to have more productive team meetings
- Consultants who want to make the complex simple to understand
- Salespeople who want to engage customers on an emotional level
- Managers who want to increase their confidence levels
- HR professionals who want to engage employees
- Advertising executives who want to tell compelling stories for their clients
- Trainers who want their teaching messages to stick
- Executive coaches looking for a new tool
- Companies wanting to encourage innovation
- Company directors who want to get buy-in for their strategy
- Managers wanting to keep and harness the knowledge in their organisation
- Entrepreneurs wanting to excite people with their ideas
- Leaders who want to be more authentic and less remote...