

## STORYTELLING IN BUSINESS– Dr. Debjani Mukherjee

GUEST LECTURE - 17<sup>th</sup> August, 2023, Thursday



### Insights from the Session:

- What does Story mean to you?
- How do you differentiate between stories? What makes it memorable?
- Importance of Frame of Reference
- Five reasons to invest in Storytelling:
  - ➔ 1) Business decisions are not solely based on logic
  - 2) Numbers alone don't necessarily change behaviour
  - 3) Stories engage your audience beyond facts
  - 4) Facts tell Stories sell
  - 5) Stories allow people to focus on something and agree on it.
- What is Narrative?

- **Why do we need narrative in business?**

- Company mission and values
- Build brand identity
- Foster employee engagement
- Product or service benefits
- Demonstrate social responsibility



- **Pixar's 22 rules of storytelling**

Rule # 2: You need to keep in mind what is interesting to you as an audience not what is fun to do as a writer. They can be very different.

Rule # 5: Simplify, Focus, Combine character. Hop over Detour. You will feel that you are losing valuable stuff but it sets you free.

Rule # 14: Why must you tell this story? What is the belief burning within you?

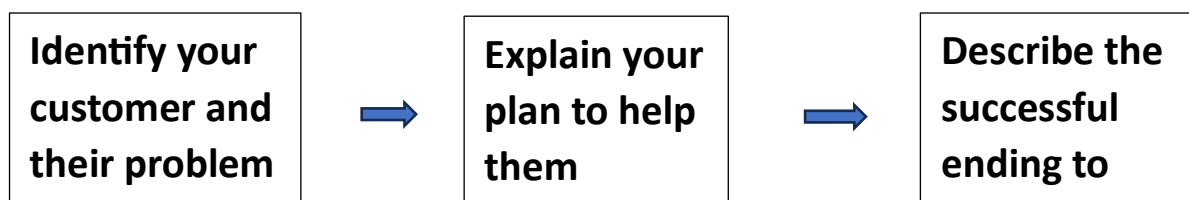
- **Story Spine:**

Ways of using these terms for narrative of a story:

Every day, One day, Because of that, Until finally, And ever since that

- **Use Cases: When Story matters:**

- **Process of classical storytelling:**



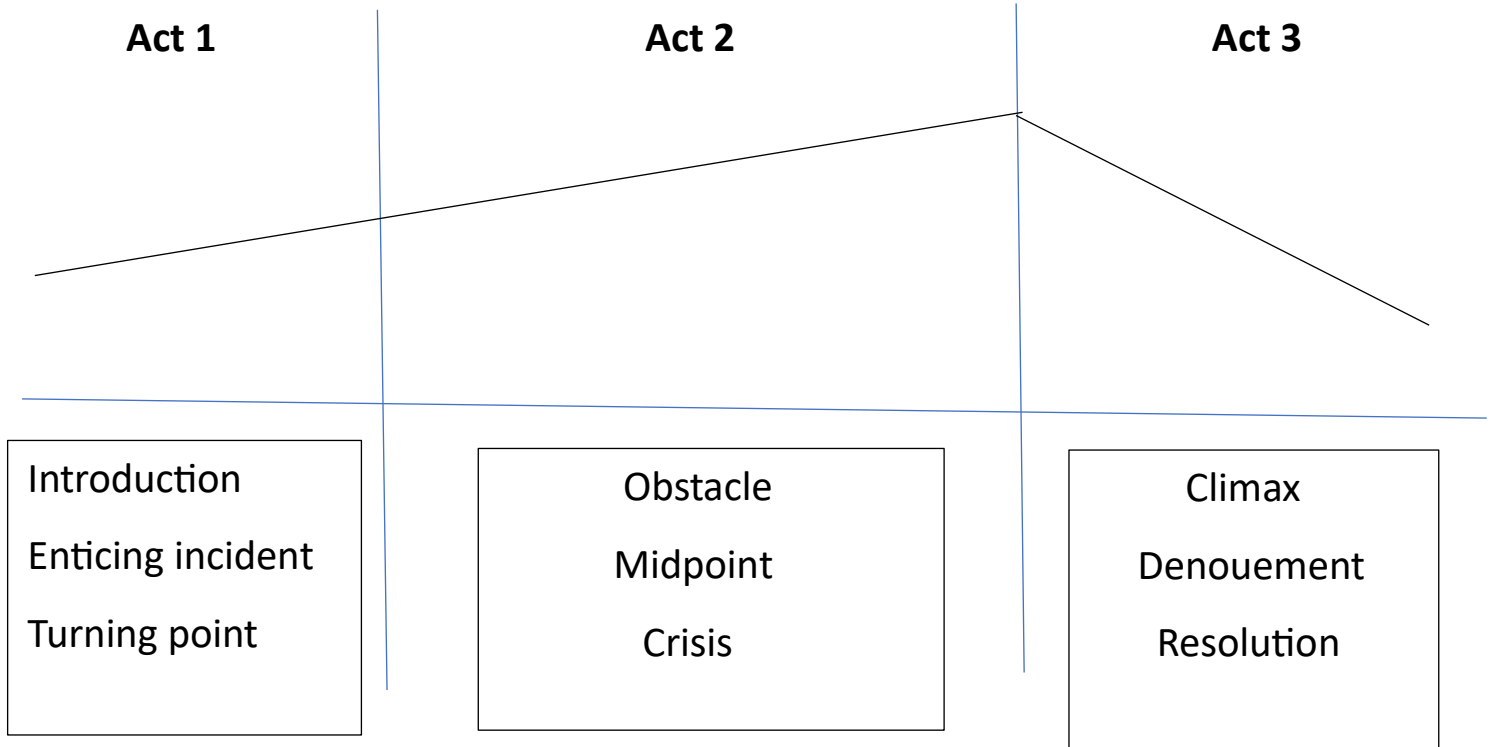
- Be Specific
- Make sure it's a pain point
- Keep it around
- 4 words

- **What can signature stories support?**

**Websites to refer:**

<https://significantobjects.com>

**Important Models:**



**Story Arc:**

