

STORY TELL, STORY SELL

*Harnessing the Power of Storytelling
To Showcase Your Skill-Set
And Experience as a Professional*



August 22, 2002

CRAIG HARRISON

MAKING COMMUNICATION & CUSTOMER SERVICE

FUN & EASY!

3151 Eton Avenue, Suite 102

Berkeley, CA 94705 USA

(510) 547-0664 FAX: (510) 595-9512

solutions@craigspeaks.com

www.craigspeaks.com

About Your Presenter



CRAIG HARRISON has been profiled in *The Wall Street Journal* and *Business Week*, interviewed by 60 MINUTES, his columns and articles run regularly in the *San Francisco Chronicle*, *California Job Journal*, *Transaction World Magazine*, *Customer Service Newsletter*, *The Professional Caterer*, and *The Toastmaster Magazine*.

Craig is on the faculty of UC SANTA CRUZ EXTENSION, Contra Costa County's REGIONAL TRAINING INSTITUTE, is an EFFECTIVE TRAINING ASSOCIATE, and even an online expert for MATCH.COM, THE MOTIVATIONAL MINUTE and CLOUDWISE.COM. Now you've heard him speak.

Craig combines humor, wisdom and practical sense to help you communicate with confidence and clarity. Let him help you experience the sweet taste of success.

Background

As a manager, consultant, publisher and curriculum developer in Silicon Valley Craig developed his digital finesse, helping the technical world train and communicate more effectively. His work with a database company, publishing houses and a consulting firm also helped Craig develop his strong customer service orientation.

As a director of communications with the non-profit PROS FOR KIDS, Craig coached with Olympians and Hall of Fame athletes, helping young people enhance their self esteem, become confident communicators and recognize the importance of healthy living.

As a youth basketball coach Craig has led teams domestically and internationally for such non-profits as SPORTS FOR UNDERSTANDING and MACCABI YOUTH SPORTS PROGRAMS, and such academies as Oakland's HEAD-ROYCE and COLLEGE PREPARATORY HIGH SCHOOLS.

Craig is a past District 57 Governor (1996-97) and Distinguished Toastmaster with TOASTMASTERS INTERNATIONAL and served on chapter boards for the NATIONAL SPEAKERS ASSOCIATION and the AMERICAN SOCIETY FOR TRAINING AND DEVELOPMENT in Northern California..

- Keynotes
- Break-Outs
- Workshops
- Retreats
- Training Courses

Dynamic presentations covering a variety of performance topics:

Communication	Leadership	Customer Service
Humor in the Workplace	Team building	Excellence

“The skilled and confident communicator opens doors, builds new relationships, serves others effectively and enhances one's own leadership.”

—Craig Harrison



CRAIG HARRISON
3151 Eton Avenue, Suite 102, Berkeley, CA 94705
888-450-0664 Direct
craig@craigspeaks.com



Fax: 510-595-9512
www.craigspeaks.com



Why Storytelling?

We're wired for stories,
individually and collectively.

Since the time of Odysseus
we've been told stories.

Since we were little kids
we've been read and told stories.

This is how we've been conditioned to learn;
our morals and our values
are taught through stories.

—Gay Ducey,
Two-Term Board President
of the NATIONAL STORYTELLING ASSOCIATION



The Storytelling Tradition



Storytelling Has A Worldwide Tradition, including:

- ▶ Russian
- ▶ Chinese
- ▶ African
- ▶ Native American
- ▶ Japanese
- ▶ German
- ▶ Indonesian
- ▶ Polynesian
- ▶ Yiddish

Storytelling Has Numerous Religious Traditions:

- ▶ Buddhist
- ▶ Hindu
- ▶ Judeaic
- ▶ Christian
- ▶ Islamic
- ▶ Maori

Storytelling Occurs in a Variety of Settings:

- ▶ School
- ▶ At Home
- ▶ Camp
- ▶ Socially
- ▶ At Work
- ▶ Nationally
- ▶ In Song
- ▶ Through Opera, Theatre, Movies, etc.



The Storytelling Advantage

We Communicate in a Variety of Ways:



IN PRINT: Résumés, Memos, Fact Sheets, Marketing Brochures, E-Mail and Letters

VERBALLY: Sound Bites (in person & on the telephone), Testimonials, Conversations, Meetings and Formal Presentations



Storytelling Can Be:

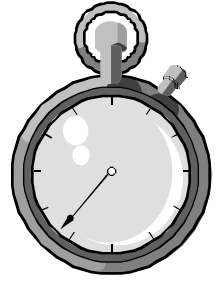
Memorable, Meaningful, and even Magical



Effective Stories:

- ▶ Resonate With Listeners' Own Experiences
- ▶ Connect Emotionally With Listeners
- ▶ Give Insights into You, the Storyteller
- ▶ Tap Universal Themes We Know Inherently

"Success" Stories



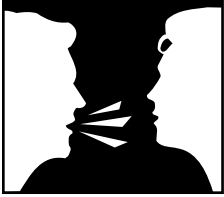
30-Second Stories:

- ▶ Showcase your Skills
- ▶ Show You Solving Problems
- ▶ Demonstrate Professional Qualities
- ▶ Give Insights into Your Thought Processes
- ▶ Model Your Communication Skills & Confidence

The Format:

- ▶ **Setting:** Gives us context
- ▶ **Situation:** Establishes challenge
- ▶ **Solution:** Provides resolution (happy ending!)





A SAMPLE *SUCCESS* STORY

"The Manager"



- Experienced team builder
- Strong communication and conflict resolution skills

SETTING:

I was once brought in to manage a publishing department in a high-tech publishing company.

SITUATION:

I encountered a production department at war with the editorial department. I walked into an environment full of distrust and resentment, built up over years of animosities and recriminations. It was highly toxic.

SOLUTION:

Through my implementation of cross training between departments, initiation of mutual social outings such as picnics and scheduling of project post-mortems we were able, after 6 months, to convert resentment into understanding and competition into cooperation.

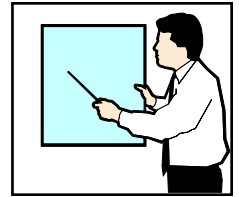
As each department began to understand how the other one worked we were jointly able to improve the workflow and consequently shorten time to market with publications. Even quality improved as we found how best to work together.

That showed me the importance of internal communication and the difficulty, though not impossibility, of changing an existing culture.



ANOTHER SAMPLE *SUCCESS* STORY

"The Toastmaster"



- Excellent communication skills
- Leadership experience

SETTING:

Four years ago I was a new employee at Giga-Boss corporation where we were expected to give regular presentations. I'd never spoken before groups before.

SITUATION:

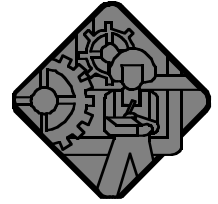
My manager explained that within two months of my hire date I was to give a presentation at the company's annual users conference. The clock was ticking.

SOLUTION:

I joined a local Toastmasters club and explained my predicament. They scheduled me for a speech the next week, and my second speech three weeks later. They assigned a mentor to work with me between meetings and gave me support and encouragement, along with constructive feedback. By my third speech I was over my fear. By my fourth speech I'd found my stride. My work presentation went so well they scheduled me for similar presentations at local user group meetings. Meanwhile my Toastmasters club elected me VP of Public Relations so I received even more experience speaking to strangers. In July I become our club's next president and I recently won an award for best conference presenter. I now consider communication skills a strength. My car's bumper sticker says "Will Speak for Applause."



ANOTHER SAMPLE *SUCCESS STORY* "The Engineer"



- BS, electrical engineering
- Systems design and architecture skills

SETTING:

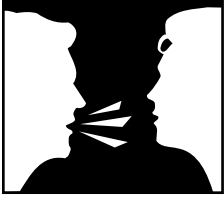
I was a young engineer working with a brand new medical start-up in the early days of micro-controllers and micro-processors. We needed to build a demo model of a medical instrument to perform laser surgery on the ear. Without it, the company couldn't get its funding.

SITUATION:

Being the first of its kind, this demo model had to be flexible so as to be used in multiple operations. Working with the doctor, I was able to design an open architecture system that multiple PC cards could plug into, where redundancy insured that the power and duration of the laser were constantly checked against each other, for this device to perform medical procedures known as stapedectomies.

SOLUTION:

The device was successful on multiple levels. The model passed clinical trials, gained approval and was sold as a medical laser used for many years, a boon for this company. On the patient level this device helps restore patients' hearing. My successful melding of engineering, architecture and system design skills allowed me to achieve personal and company success. It was an exhilarating experience!



ANOTHER SAMPLE *SUCCESS STORY* "The Meeting Planner"



- Ability to stage events cost-effectively and creatively

SETTING:

We set up conference services for the Judicial branch of our state government.

SITUATION:

Our advisory councils have both limited food & beverage per diems and stringent requirements regarding paying for rooms not used. They are actually prohibited by law from paying kill fees customary among non-government clients.

SOLUTION:

By being **creative** we're able to find non-traditional ways of staying within food & beverage budgets. We work extensively with hotels and caterers on creatively selecting menus and utilizing buffets and á la carte menus to keep our peoples' appetites sated and budgets lean.

By being **flexible** I am able to monitor the room occupancies to insure just the right number of rooms is reserved and ultimately used. Although we have less lead time than many clients, we show up rain or shine.

I remind clients that we're spending their tax payer dollars and ask their help in saving (their) money. Together we're able to find ways to keep expenditures down.



QUALITIES TO SHOWCASE IN YOUR STORIES



Analytical Nature

Attention to Detail

Articulate Manner

Creativity

Customer Service

Decisiveness

Dependability

Entrepreneurial Spirit

Flexibility

Frugality

Good Teacher

Independence

Integrity

Intelligence

Language Skills

Leadership

Listening Skills

Manners

Multitasker

People Skills

Perseverance

Problem Solving

Project Management Skills

Quick Learner

Reliability

Research Ability

Sales Skills

Self Starter

Sense of Humor

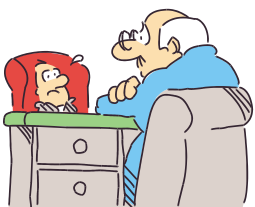
Tact

Team building

Technical Skills

Trust

Your Track Record

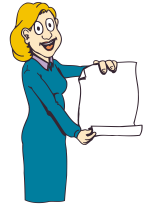


*Circle the qualities
you wish to showcase with your story*





DEVELOPING *YOUR* SUCCESS STORY (Write A U-Dunnit!)



A Setting

A Situation

The Solution

What It Says About You?



As You Tell It...



- ▶ Be Conversational
- ▶ Use Pauses for Effect
- ▶ Include Descriptive Adjectives
- ▶ OK to Include Sounds, Smells, Feelings & Emotions
- ▶ Eye Contact Conveys Sincerity, Earnestness and Builds Trust
- ▶ OK to Be the Hero (But Not The Super Hero!)
- ▶ Use “The Power of Three” for Effect
- ▶ Repetition Can Reinforce
- ▶ Don’t Be Boastful, Just Confident
- ▶ Be Credible...Not Incredible



STORY TELL, STORY SELL

RESOURCES

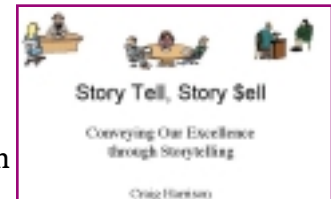


Armstrong, David M., *Managing By Storying Around: A New Method of Leadership*, Three Rivers, MI: Armstrong-INTL.com, 1992, 1999.

Campbell, Joseph, *The Hero with a Thousand Faces*, Mythos Books, Princeton University Press

Campbell, Joseph, *The Power of Myth*, The Bill Moyers, Mystic Fire Video, Inc., New York, NY 1-800-292-9001

Harrison, Craig, *Story Tell, Story Sell-CD* (a CD-ROM with a PowerPoint slideshow to help you ace your interviews through utilization of success stories to showcase your skills and qualities. Go to: www.craigspeaks.com



Harrison, Craig, *Specifically Speaking!* A free monthly E-letter on marketing/communications and customer service, subscribe@craigspeaks.com.



Harrison, Craig, *Your Sixteen Second Success: Push All The Right Buttons with your Elevator Speech!* A 28-Page Tips Booklet on Elevator Speeches to market yourself and your services. Order by sending \$10 using www.paypal.com to craig@craigspeaks.com or click on www.craigspeaks.com/elevator_booklet.html



Simmons, Annette, *The Story Factor: Inspiration, Influence and Persuasion Through the Art of Storytelling*, Cambridge, MA: Perseus Publishing, 2001.

San Francisco Chronicle Article of Craig's (3/02):

"Successful Interview is Several Stories High" www.craigspeaks.com/successstories.html



STORYTELLING ADVANCED MANUAL (#226-K)
from Toastmasters International

30th Annual National Storytelling Festival, October 4-6, 2002 in Jonesborough, TN
www.storytellingfestival.net 800-952-8392



Copyright © 2002 CRAIG HARRISON. All Rights Reserved.