Today’s Agenda

- What’s the point in having a story?
- Groundwork
- The basics
Exercise time!

... Move the stick
What’s the point in having a story?
According to scientist Dr. Paul Zak, telling emotional and character-driven stories boost the levels of oxytocin in the brain. The result is the feeling of empathy...
Storytelling predates writing...
Q: Why is your story important when trying to build your startup?
Communicating your idea
Defining your culture, purpose and values
Giving clarity to and unifying your marketing message
Pitching your startup
What, how, why

- Based completely on Simon Sinek’s “Golden Circle”
- When a company has a strong motivation and that motivation shines through, customers buy the product. Think Apple, Nike, Airbnb, LEGO...
- Brand with a ‘why’ set themselves apart from the competition, and stands for more than just financial success. Why brands are stronger.
“Everything we do, we believe in challenging the status quo. We believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed, simple to use and user-friendly.” —Apple
Exercise time!

... Now over to you! In pairs, discuss:

What is your WHY?
Getting the groundwork in
Q: Who is your audience?
Designing a presentation without the audience in mind is like writing a love letter to “whom it may concern”

Nancy Duarte
Design Thinking: A 5-Stage Process

- Empathize
- Define
- Ideate
- Prototype
- Test

INTERACTION DESIGN FOUNDATION
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Empathy

See their world

Understand their feelings

Appreciate them as human beings

Communicate your understanding
Think about the listener
Definition of **believe** in English:

**believe**

**VERB**

**[WITH OBJECT]**

1. Accept that (something) is true, especially without proof.
   - *the superintendent believed Lancaster's story*
   - *[with clause] ‘some 23 per cent believe that smoking keeps down weight’*

Definition of **trust** in English:

**trust**

**NOUN**

**[mass noun]**

1. Firm belief in the reliability, truth, or ability of someone or something.
   - *relations have to be built on trust*
   - *‘they have been able to win the trust of the others’*
How do we win trust and build belief?

Stay inside your spectrum of CREDIBILITY
Speak from EXPERIENCE
Speak with ENTHUSIASM
Speak with AUTHENTICITY
Q: What’s your objective?
Start with the end in mind

Stephen R Covey
Think about...
the Objective
and the Take Home
What do the ‘take homes’ need to be if your objective is:
To communicate your idea effectively?

CLARITY
INSPIRATION
PROBLEMS IT SOLVES
What do the ‘take homes’ need to be if your objective is:
To share your culture, purpose or values?

DRIVE
MOTIVATION
PERSONALITY
What do the ‘take homes’ need to be if your objective is: To share your marketing message?

**IDENTITY**

**BRAND VALUE**

**SOCIAL PROOF**
What do the ‘take homes’ need to be if your objective is:
To get investment from pitching your startup?

MARKET OPPORTUNITY
INNOVATION
GRIT
The Basics
Plan your journey
One good analogy is worth three hours discussion

Dudley Field Malone
Think about your structure

Open: 10-15 seconds

Body: Hold concentration, build emotional connection

Close: take home message
What are the stepping stones in holding your listener’s attention?

Who is the **HERO**?

What are the **EMOTIVE ELEMENTS**?

How can you apply **CONTEXT**?

What is the **TIMING**?

Can you include an **ANALOGY** or **THE LESSON LEARNT**?
Exercise time!

... what’s your story? Identify the building blocks of your startup story...

- The beginning and end points, including take home message
- The stepping stones inbetween
To summarise...

You have your **WHY**

You have your **beginning and end**

Layer the two with **empathy, context, audience and take home message**

... And you have your story
Next steps...
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SATURDAY 24 NOVEMBER
9AM-10PM

SUNDAY 25 NOVEMBER
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