



**HELLO**

**JESSICA HILT**

**@BZZTBAA**

**UC SAN DIEGO, GEEK, STORYTELLER**

**AWESOME PERSON**

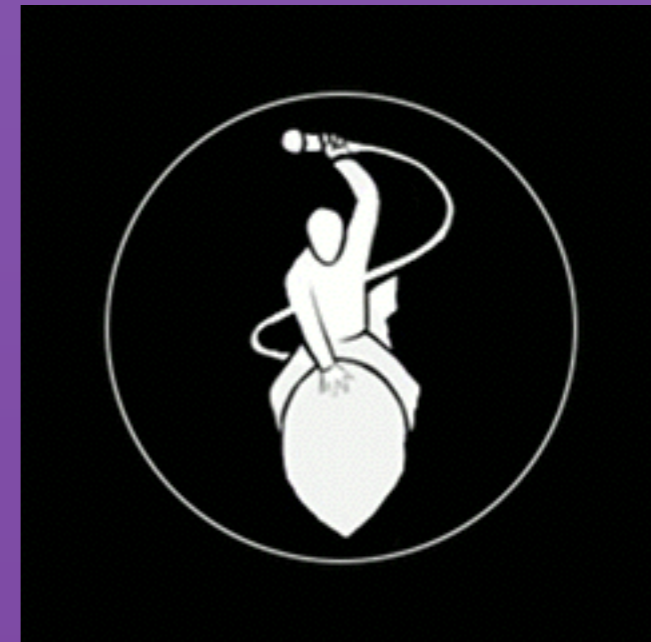
# STRATEGIC STORYTELLING

Who is this woman?

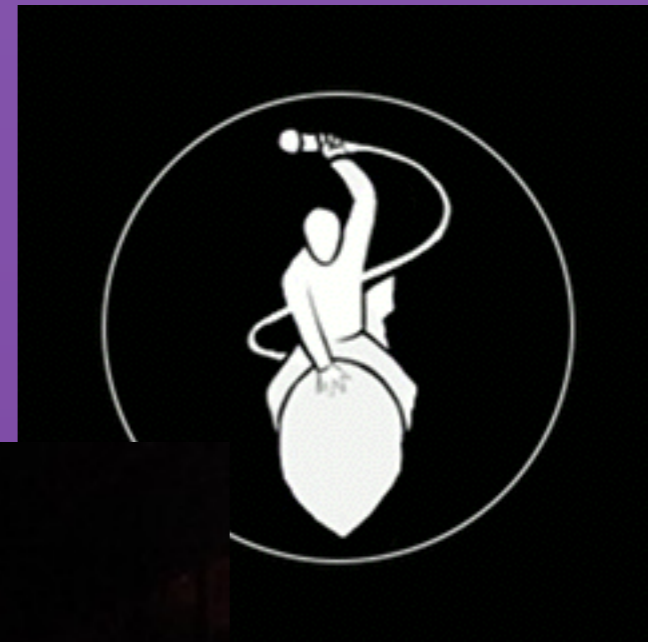
Who is this woman?



Who is this woman?

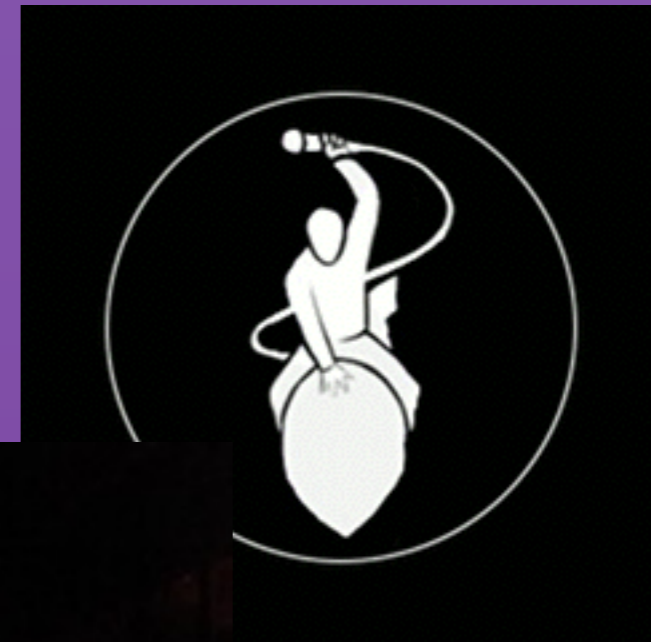


Who is this woman?





Who is this woman?





oman?







oman?







**What is storytelling?**

# STORYTELLING



**Cavemen  
sitting around  
telling stories.**

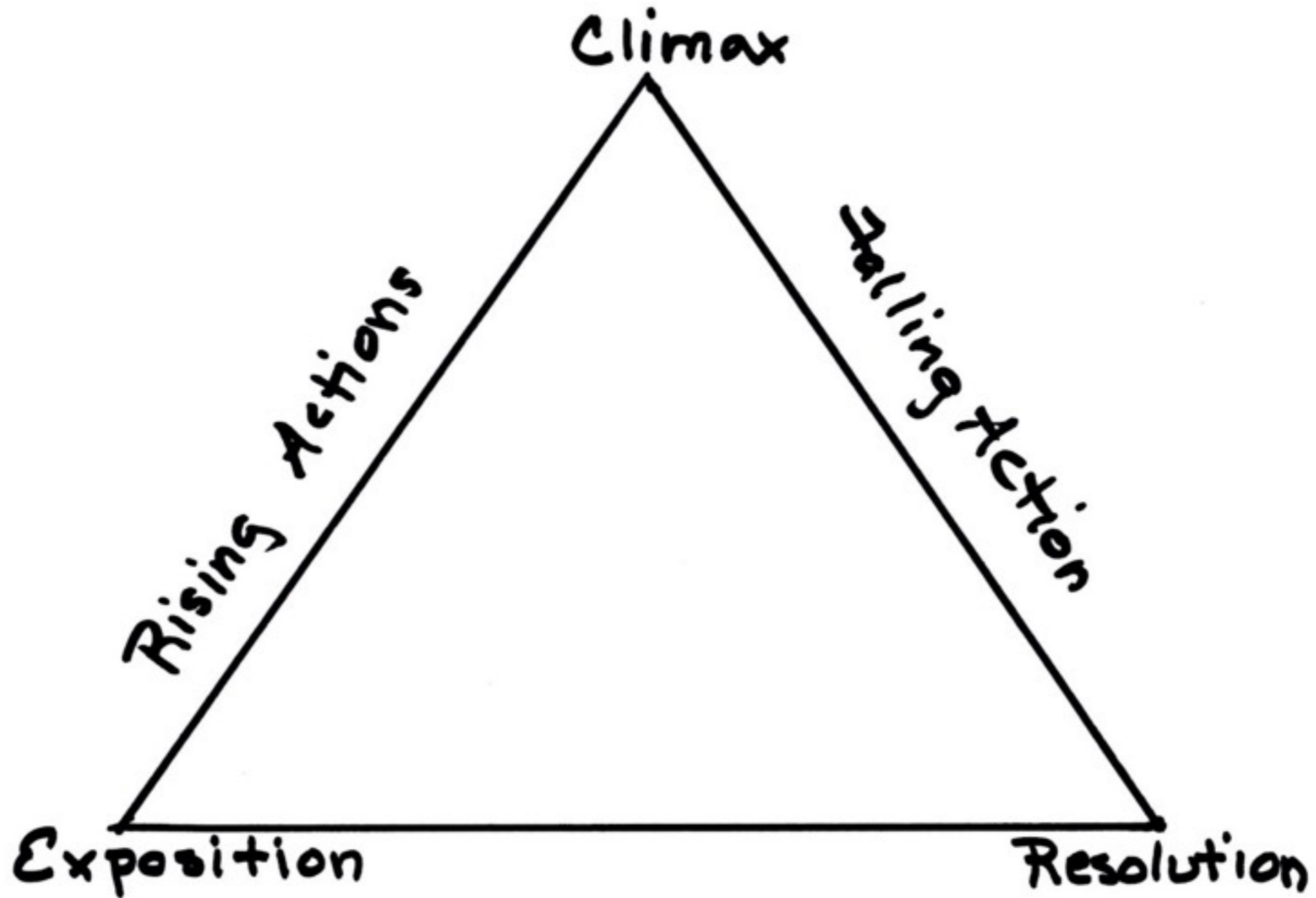


**Fairy tales,  
books, fiction.**



**Every Radiolab  
ever.**

# FREYTAG'S PYRAMID



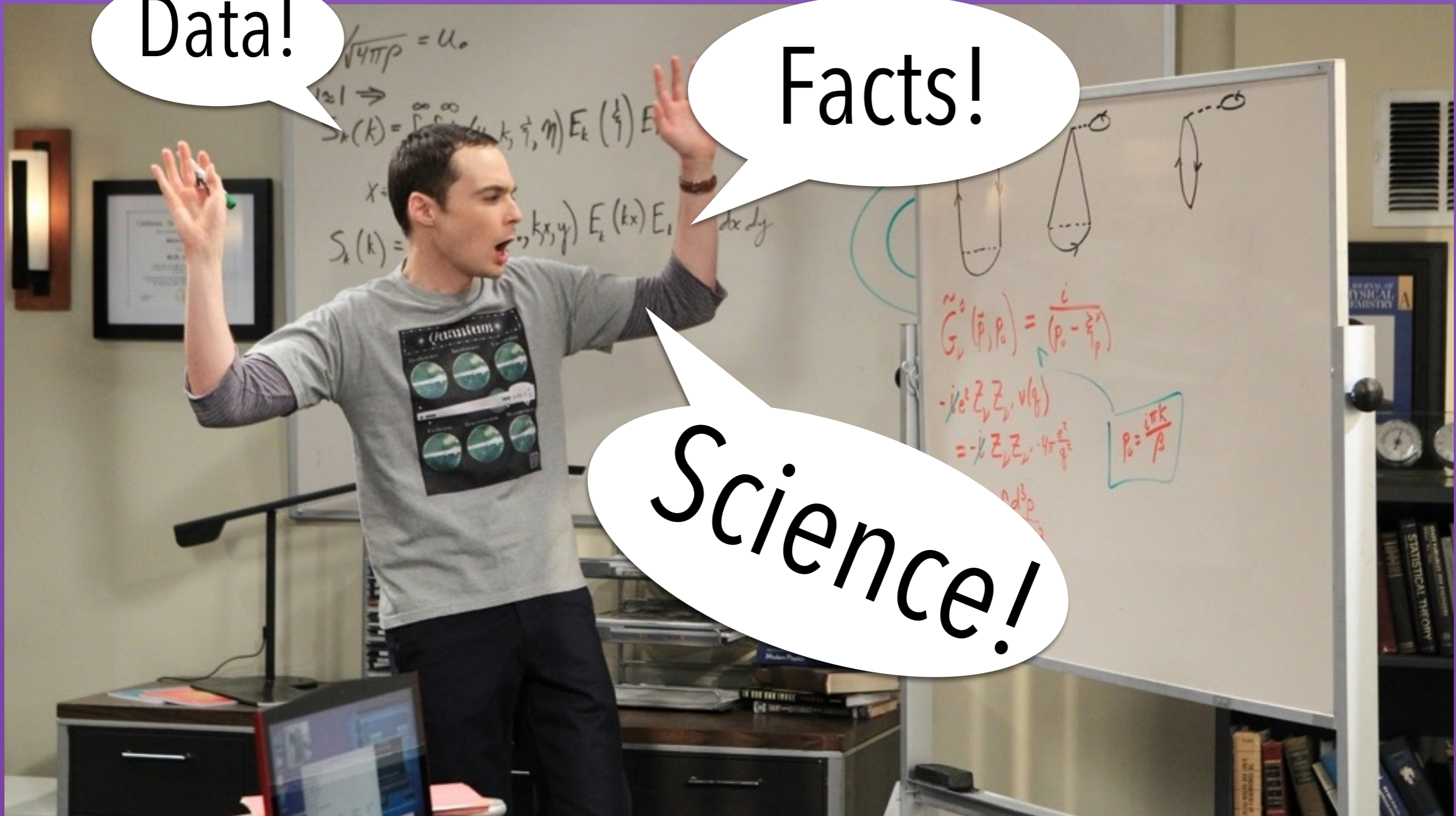
Why storytelling?

But Jessica...

Data!

Facts!

Science!





## THE NEUROSCIENCE



**Storytelling activates the Broca's area and Wernicke's area.**

**80%**

**More generous to a stranger.**

Zak PJ, Stanton AA, Ahmadi S (2007)

Oxytocin Increases Generosity in Humans.



**A story is the only way to activate parts in the brain so that a listener turns the story into their own idea and experience.**

**65%**

**of our conversations are personal stories and narratives.**

# EVOLUTION

Stories conveyed information

Stories helped us bond

Increased neuro-cognitive organization

Simulated dilemmas with no risk



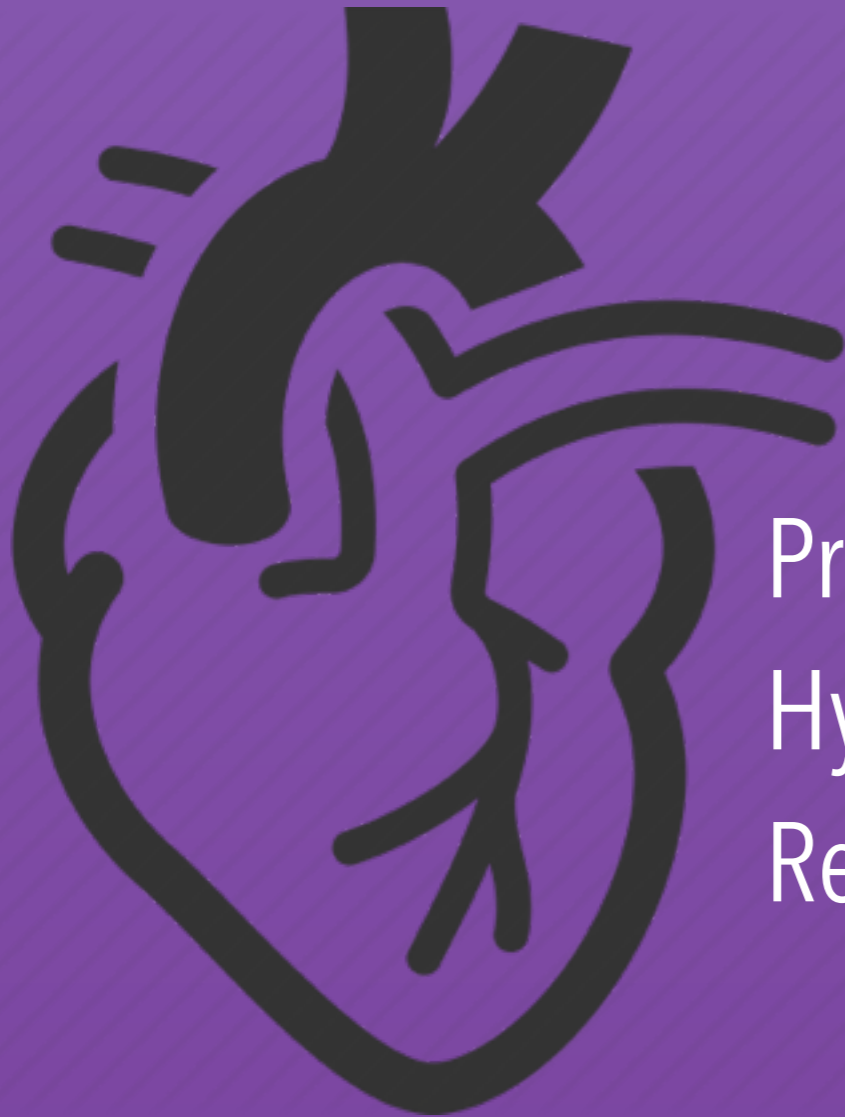


"...a dispassionate brain that reasons through issues; a brain that weighs evidence, follows chains of reasoning, pursues its best interests – a brain that apparently does not exist and never has..."

- Brian Jackson, *Neuroscience and The New Urgency of Emotional Appeals*

**THE NEUROSCIENCE**

# University of Massachusetts Medical School Study



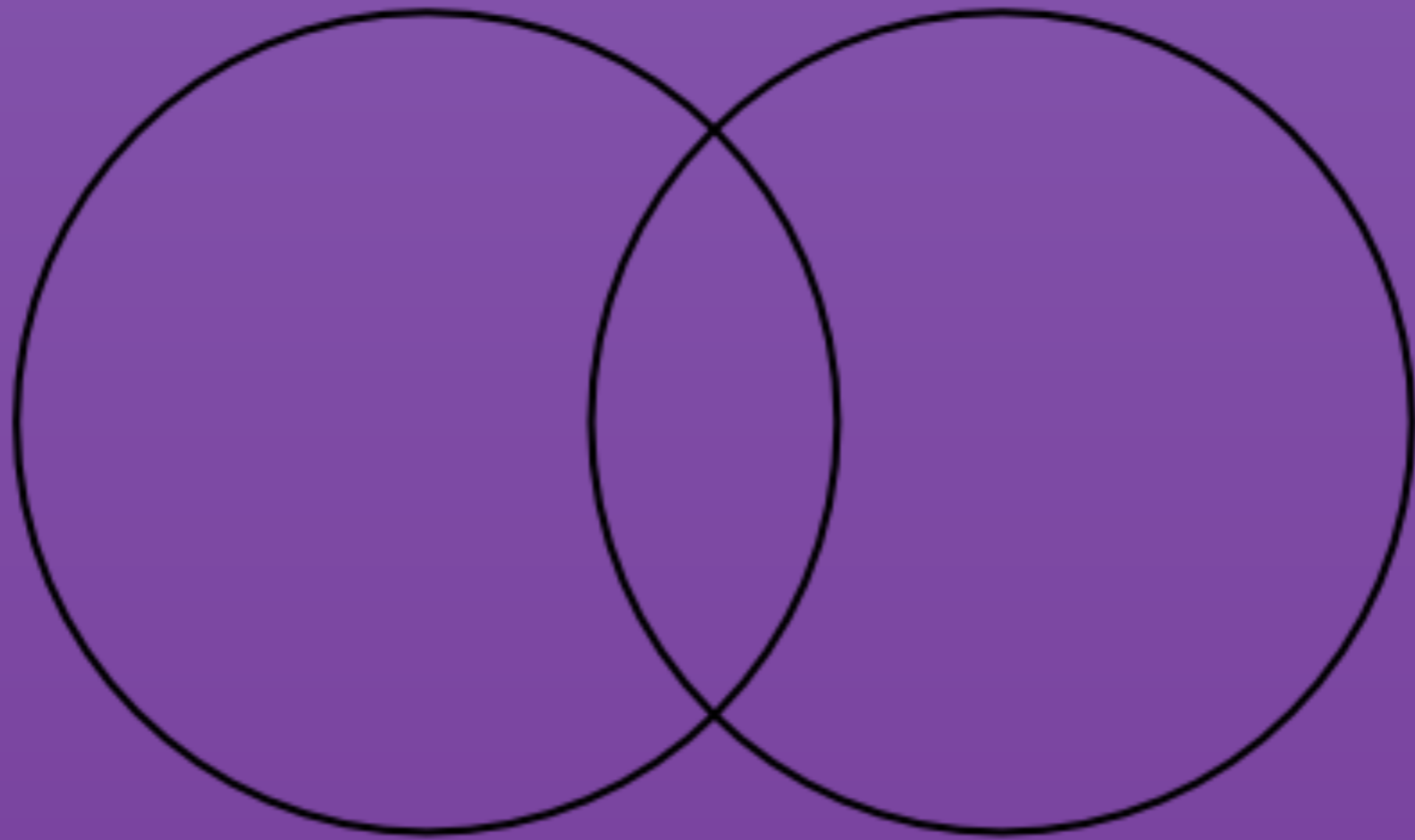
Problem: Uncontrolled hypertension

Hypothesis: Real patient stories.

Result: Experienced a 10 mmHg advantage

Fine... But wasn't your talk about strategic storytelling?

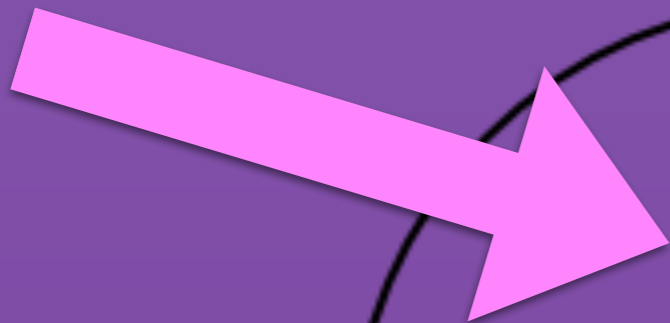
*A*



*B*

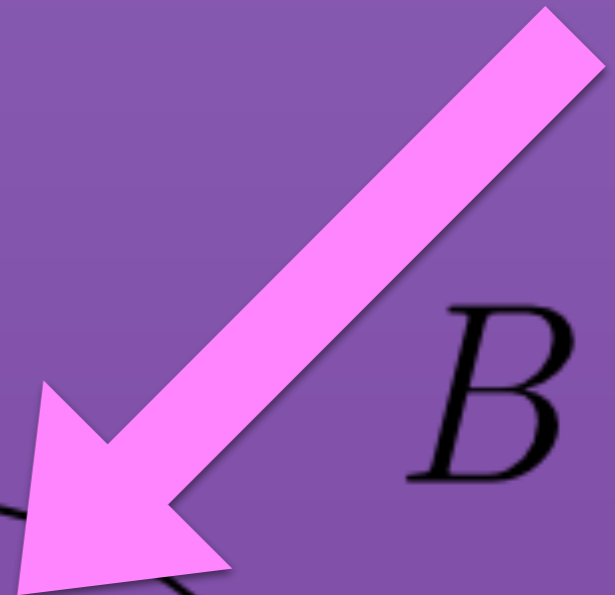
*A*

*B*



*A*

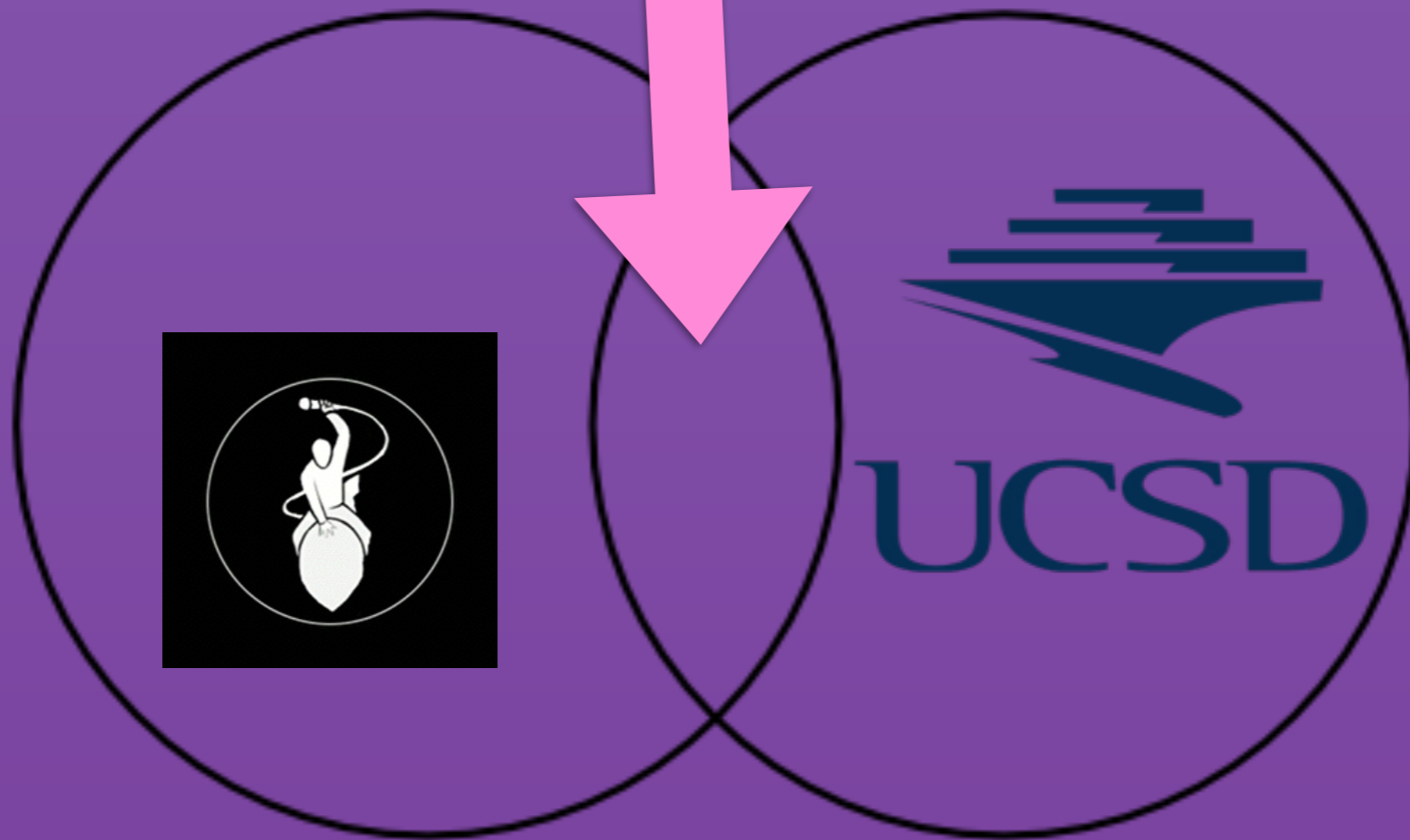
*B*





*A*

*B*



# STRATEGIC STORYTELLING



**Commercials.**



**Marketing,  
mission  
statements.**



**Kickstarter.**

# STRATEGIC STORYTELLING

Founders stories

Impact stories

Client impact stories

Your employees impact stories

Your personal story



**TELL ME A LITTLE  
BIT ABOUT  
YOURSELF!**

**WELL...**

Nailed it.

## THE DATA



**Strong link between a strong strategic story and staff productivity**

- Vanson Bourne Research

**3-to-1**

**Consumers bought products that provoked an emotional response.**

-Psychology Today



**Storytelling is its universal appeal to culturally diverse audiences who have a range of interests and learning styles.**

**80%**

**of 450 organizations surveyed said their employees did not understand their strategic direction.**



We know that people are substantially more motivated by their organization's transcendent purpose (how it improves lives) than by its transactional purpose (how it sells goods and services).

– Paul Zak, *Claremont Graduate University*

I'm on board. But HOW do I tell a strategic story?



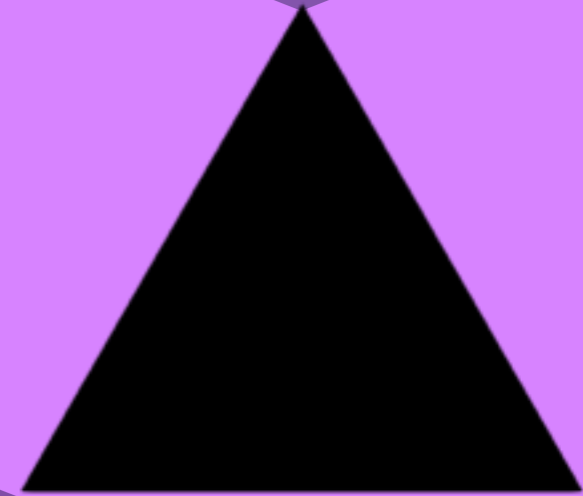
# STRATEGIC STORYTELLING



**The truth**



**The Audience**

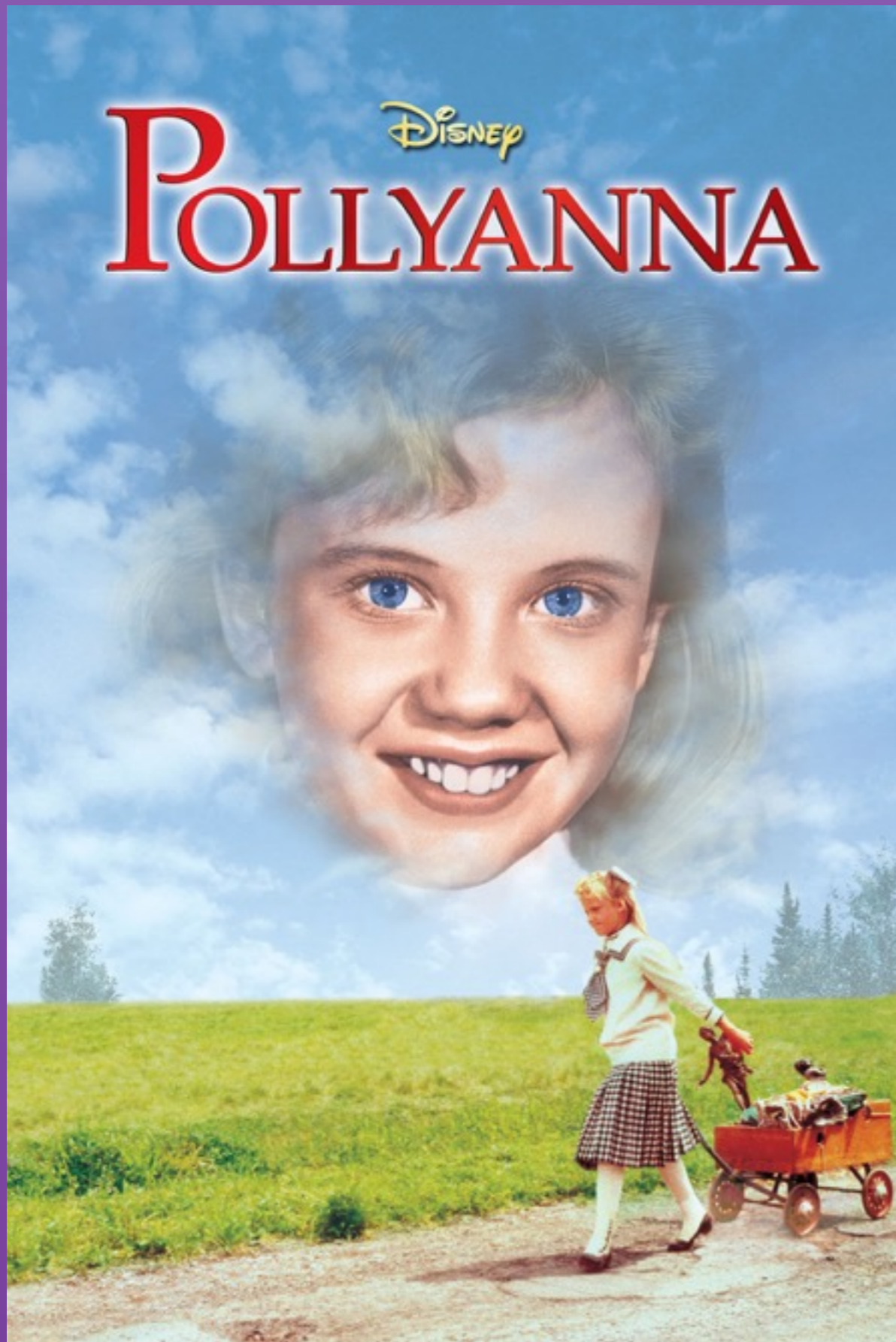


**The Narrative**

# STRATEGIC STORYTELLING



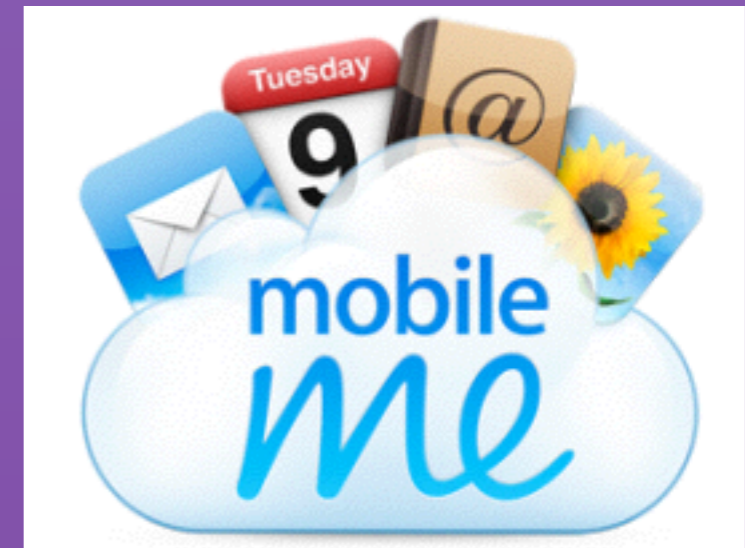
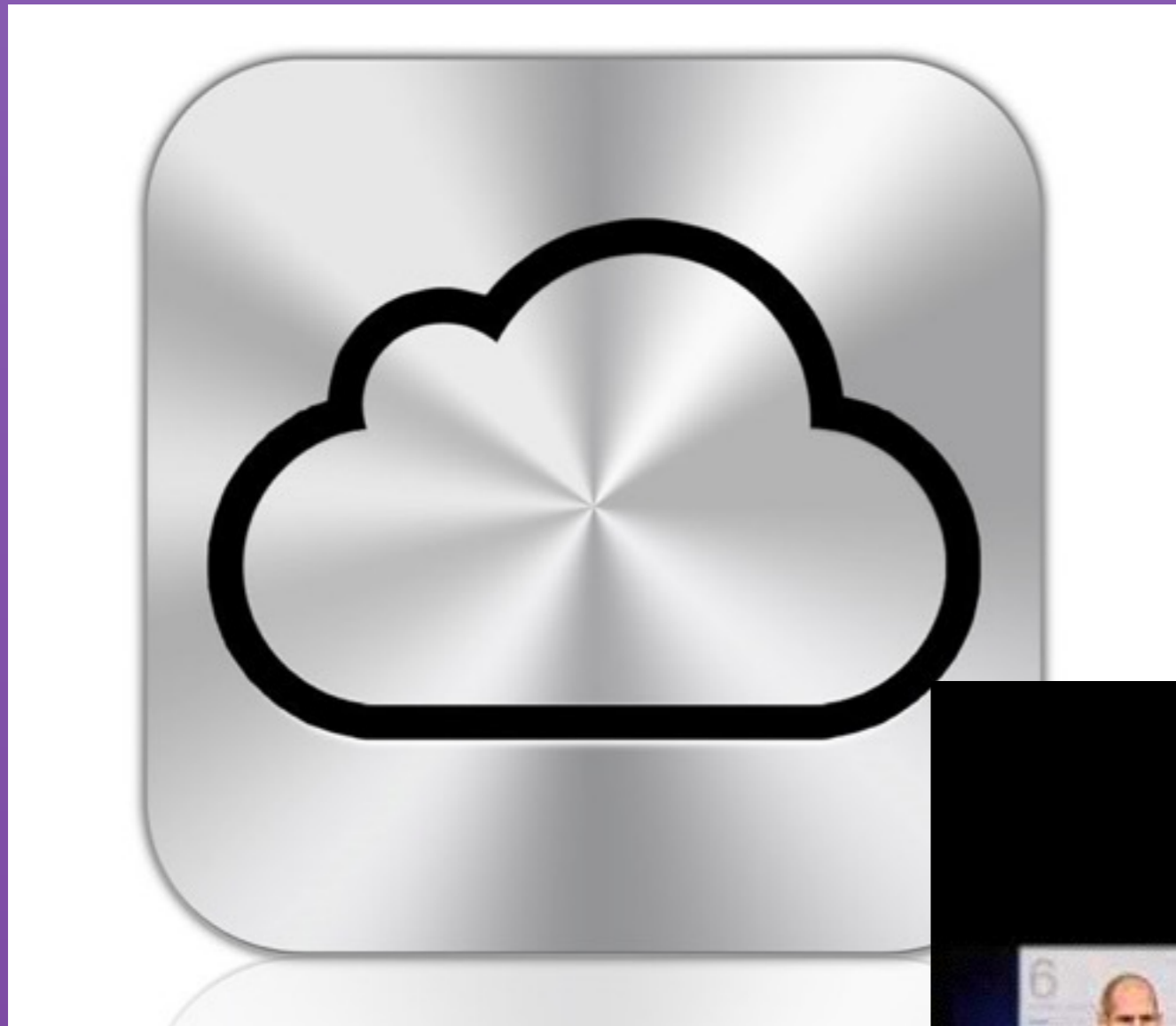
**The truth**



The problem with Pollyanna



The Truth



"It was not our finest hour."  
- Steve Jobs, iCloud Keynote





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Use separate schedule(s)  
for each category of the  
Detailed Summary Page

FOR LINE NUMBER: PAGE 13 / 53  
(check only one)  
 11a  11b  11c  11d  11e  
 12  13a  13b  14  15

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Full Name (Last, First, Middle Initial) Air Line Pilots Association PAC	
Mailing Address 1625 Massachusetts Ave., NW	Date of Receipt MM / DD / YYYY 06 / 05 / 2009
City Washington State DC Zip Code 20036-2212	Transaction ID: C16413
FEC ID number of contributing federal political committee C 00035451	Amount of Each Receipt this Period 1500.00
Name of Employer Occupation	
Receipt For: 2010 <input checked="" type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Election Cycle-to-Date 3000.00
Full Name (Last, First, Middle Initial) Alliant Techsystems Inc. Employee Citizenship Fund	
Mailing Address 1300 Wilson Blvd, Suite 400	Date of Receipt MM / DD / YYYY 06 / 08 / 2009
City Arlington State VA Zip Code 22209	Transaction ID: C16419
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Full Name (Last, First, Middle Initial) Alliant Techsystems Inc. Employee Citizenship Fund	
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City Arlington State VA Zip Code 22209	Transaction ID: C16415
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Receipt For: 2010 <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Election Cycle-to-Date 6000.00
<b>SUBTOTAL</b> of Receipts This Page (optional) <b>7500.00</b>	
<b>TOTAL</b> This Period (last page this line number only)	



Embrace your failures. They make great stories.

*-Jessica Hilt*

# STRATEGIC STORYTELLING



**The Audience**





# Push Verses Pull Strategy



Problem: Canadians don't think Canada is exotic enough.



Objective: Get Canadians planning trip to travel at home and not abroad.

Where is this?







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# STRATEGIC STORYTELLING



Interaction with the brand

Provided the company  
with content

Told their own stories



Result: Half a billion dollars spent in Canada.

# STRATEGIC STORYTELLING

Are your stories all top-down?

Who we are, not just what we do.

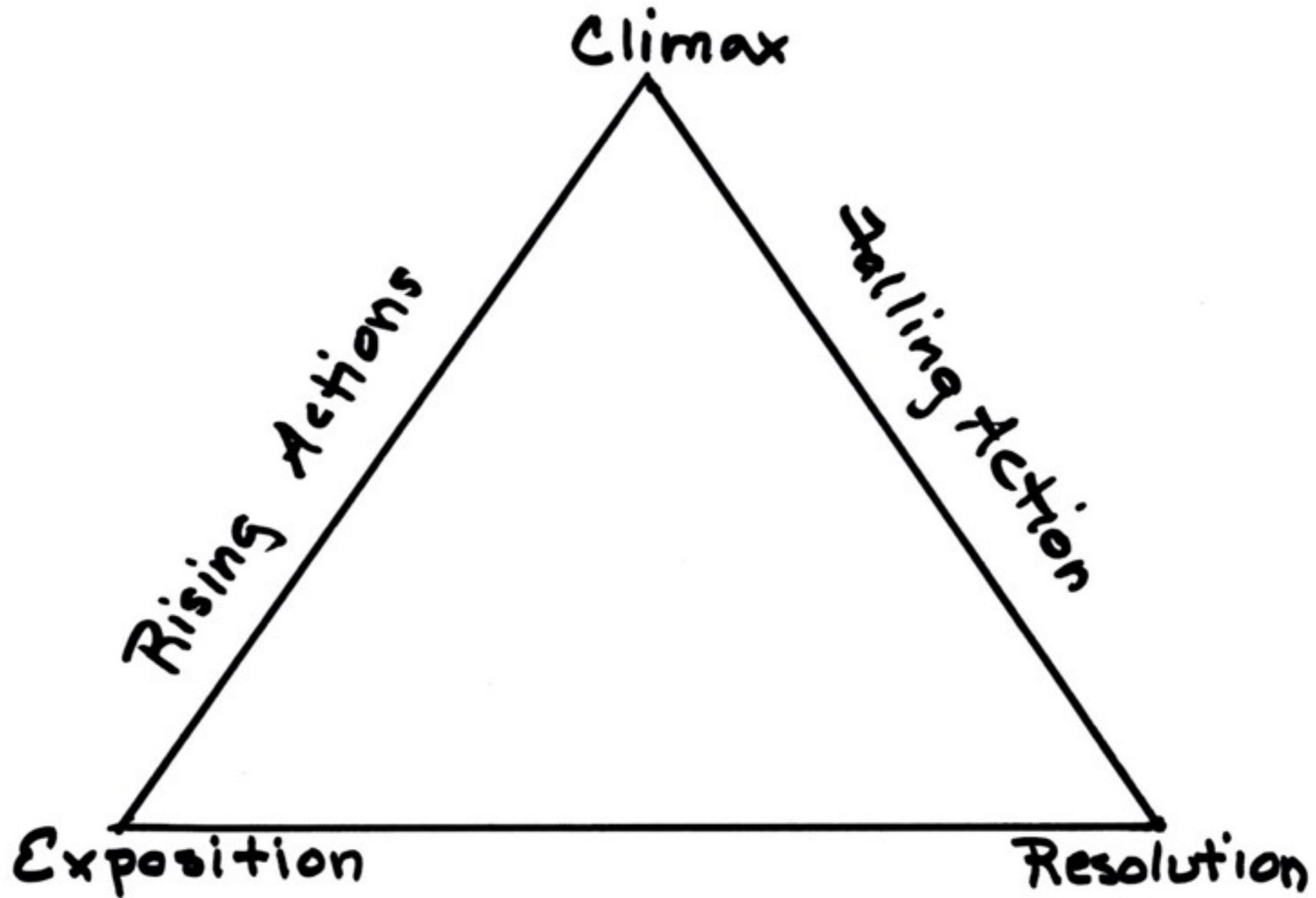
You are not Aesop's Fables.

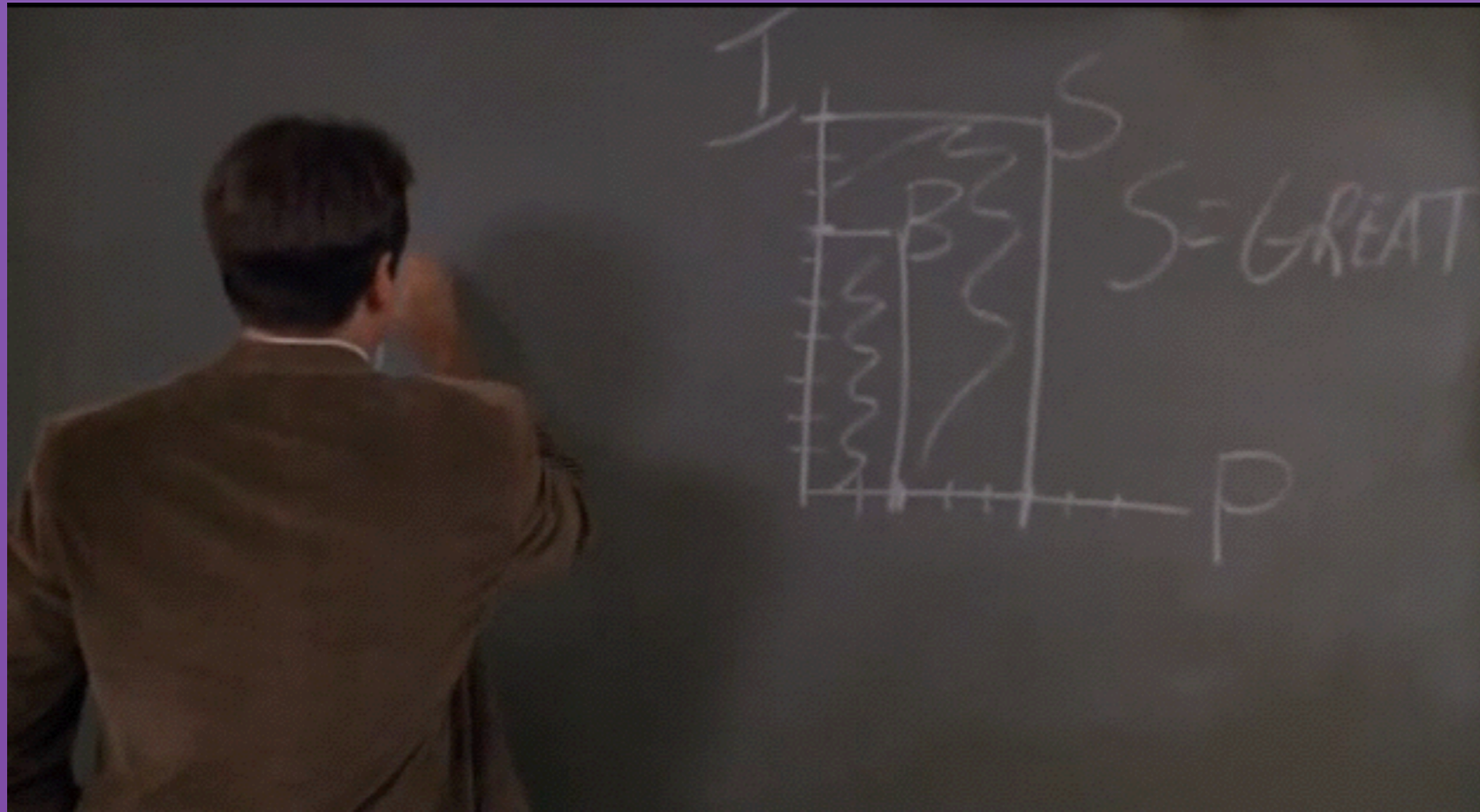


# STRATEGIC STORYTELLING



# FREYTAG'S PYRAMID





To fully understand poetry, we must first be fluent with its meter, rhyme and figures of speech, then ask two questions: 1) How artfully has the objective of the poem been rendered and 2) How important is that objective? Question 1 rates the poem's perfection; question 2 rates its importance. And once these questions have been answered, determining the poem's greatness becomes a relatively simple matter.

If the poem's score for perfection is plotted on the horizontal of a graph and its importance is plotted on the vertical, then calculating the total area of the poem yields the measure of its greatness.

**1**

## **SET THE STAGE**

**Rising action - How did we get here?**

**2**

## **DRAMATIC CONFLICT**

**This is our turning point.**

**3**

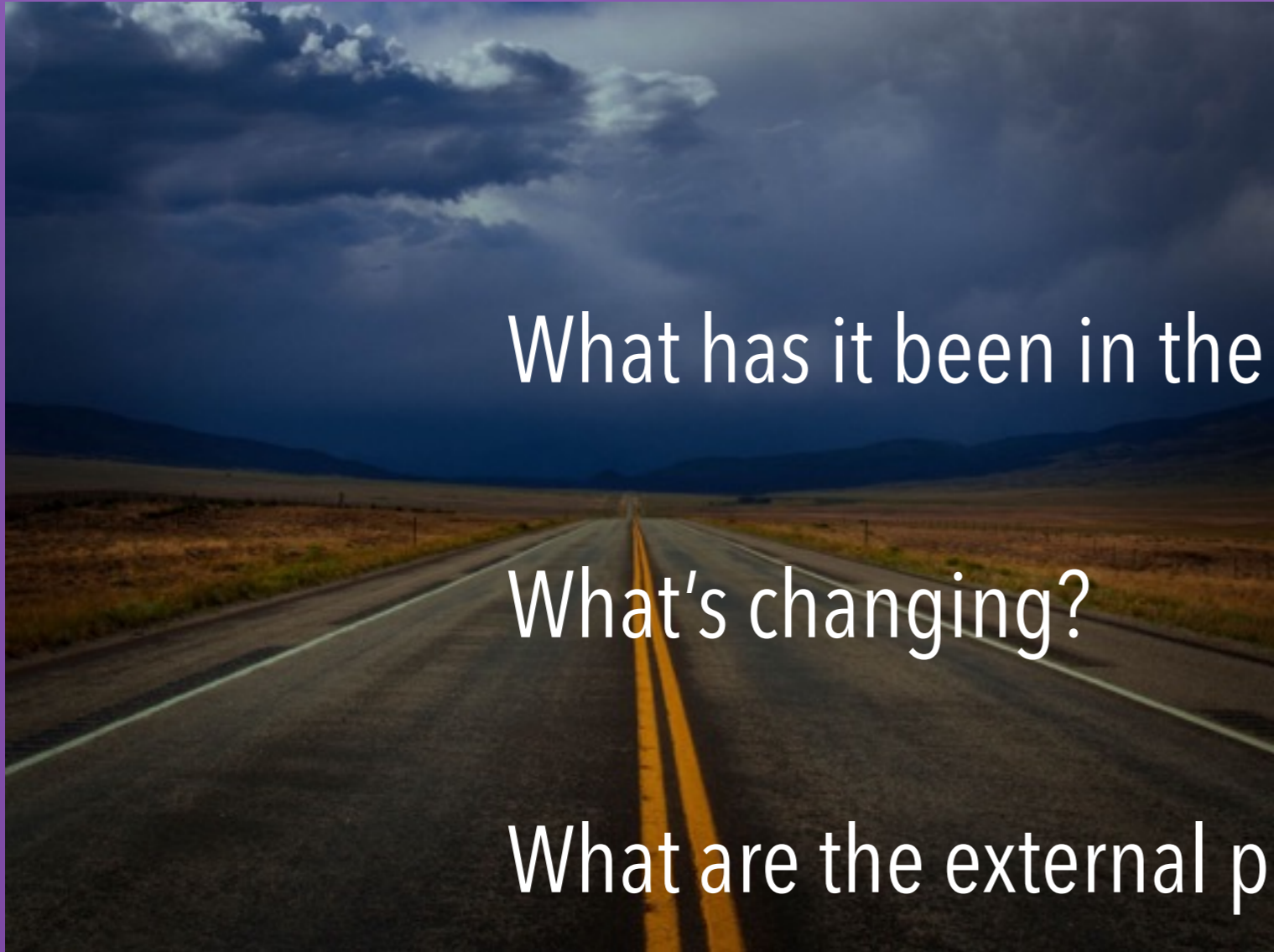
## **RESOLUTION**

**Call to action.**

**1**

## **SET THE STAGE**

**Rising action - How did we get here?**



What has it been in the past?

What's changing?

What are the external pressures?

What is the challenge?



**2**

## **DRAMATIC CONFLICT**

**This is our turning point.**



Unknown territory.

The What-ifs.

This is the change.

**3**

## **RESOLUTION**

**Call to action.**





Don't tell them you're King of the North.

What if this works?

Why we have to take the risk.  
(Why failure is a risk and okay)

Benefits. How this aligns in the bigger picture.



**Is this going to be easy?!**

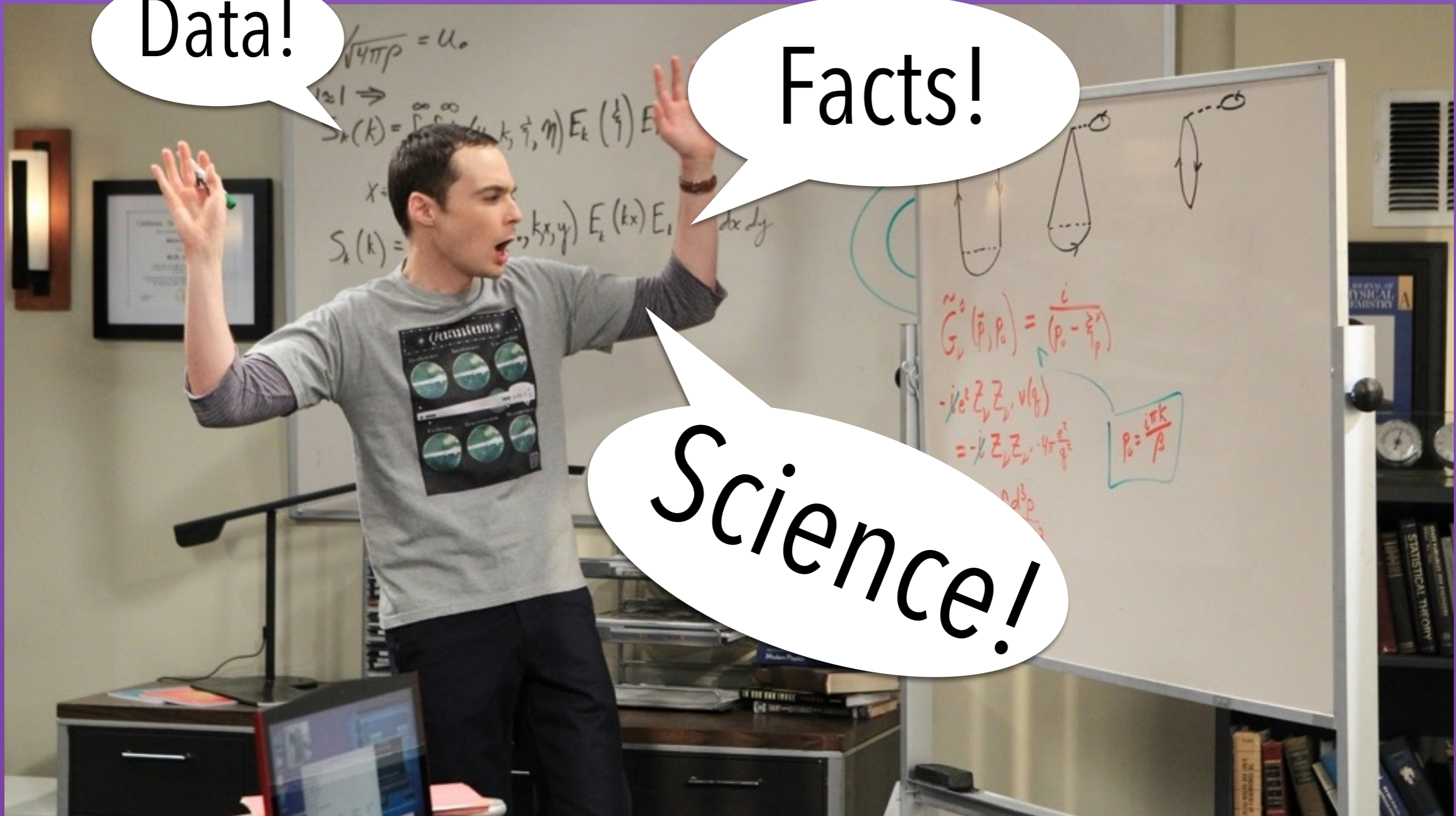
P.S. Remember this?

But Jessica...

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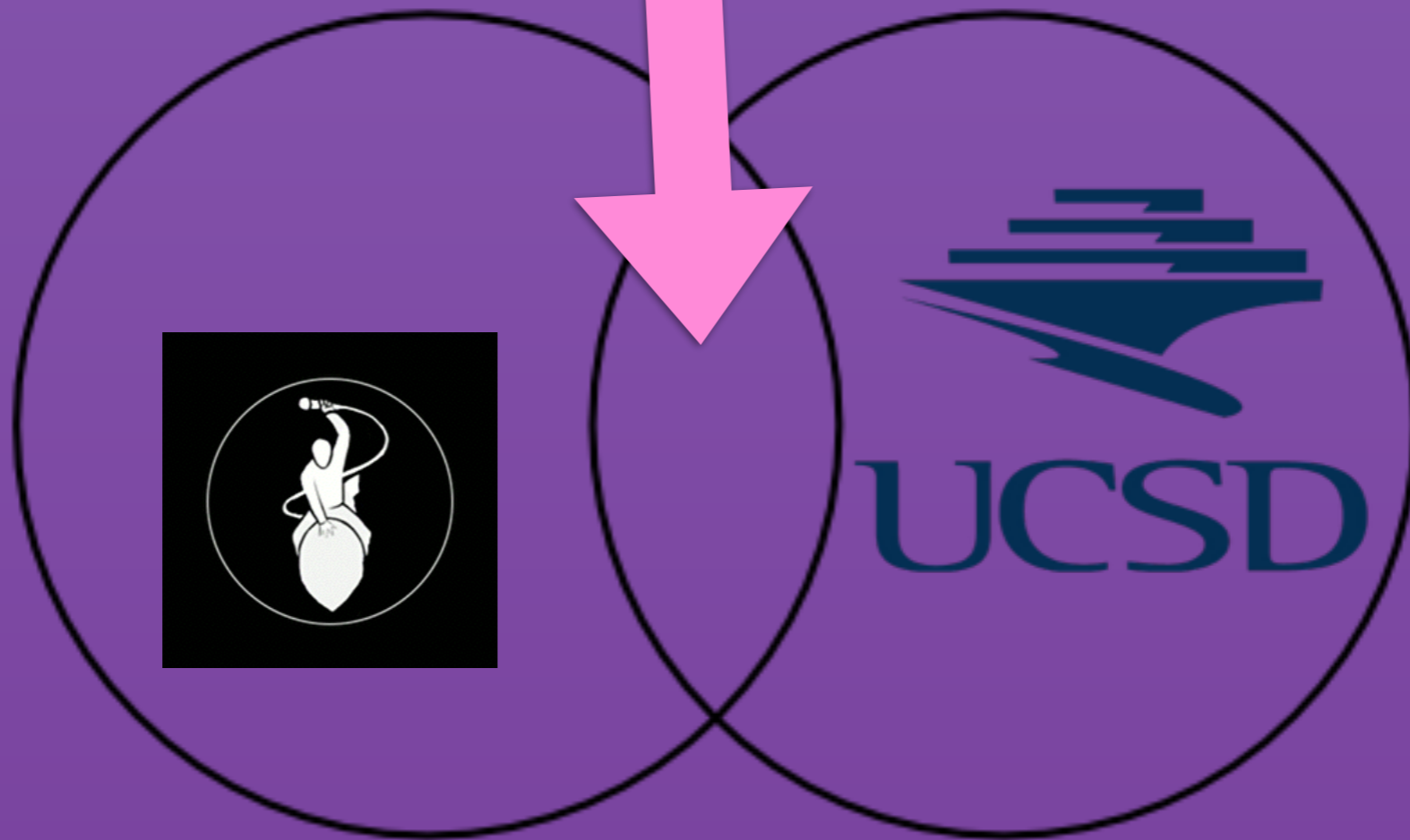
Still valid.

Still important.

Still part of the story.

*A*

*B*



# I hate Q&A

- [jessica@ucsd.edu](mailto:jessica@ucsd.edu)
- [@bzztbaa](https://twitter.com/bzztbaa)
- I love to talk.