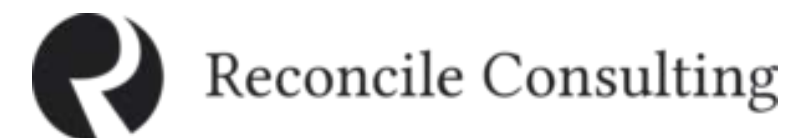


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*Strategic Leadership
Conference
Tuesday, October 4th, 2022*





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How to Tell a Great Story

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- Double Edged Stories
- We Still Like You
- USA Today Storyteller's Project
- The Louisville Fringe Festival
- Cum Laude Bellarmine Honors Program
 - English and Psychology
- Lilly School of Philanthropy
 - Principles of Fundraising Certification
- LBF 20 People to Know in Nonprofits
- '19 Billy Fowler Young Professional Award
- DJ for Louisville Silent Disco
- Bartender at Old Louisville Brewery



Steven Michael Carr

Director of Fund Development
20/twenty Strategic Consultants

1

Let's Hear a Story!

Lucky for you, I'm a professional...

2

Why Do We Tell Stories?

Fun facts and statistics!

3

How Do We Tell Stories?

The elements of a story.

4

Tips and Tricks

Feelings, editing, and flavor!

5

Questions?

Ask me anything. Well...almost anything...

Agenda

Stories create community, enable us to see through the eyes of other people, and open us to the claims of others.

-Peter Forbes



“People will forget what you said.
People will forget what you did. But
people will never forget how you
made them feel.”

**Dr. Maya
Angelou**



Let's Hear a Story!



A photograph of two men in a living room. On the left, a man in a grey suit and glasses sits in a chair, holding a blue pen and a clipboard, looking thoughtful. On the right, a man with a beard in a plaid shirt sits on a light-colored sofa, gesturing with his hands as if speaking. The background features a brick fireplace with a fire, a wooden mantel with plants and books, and a water cooler. A semi-transparent orange box with white text is overlaid in the center.

How did that make you feel?

A close-up photograph of a golden Buddha statue's face. The statue has a serene expression with large, dark eyes and a slight smile. It is wearing a golden crown and a golden robe. The background is dark and textured. A semi-transparent dark blue rectangular box is overlaid on the right side of the image, containing the text "Why Do We Tell Stories?".

Why Do We Tell Stories?

y tho

Let's talk
retention
!

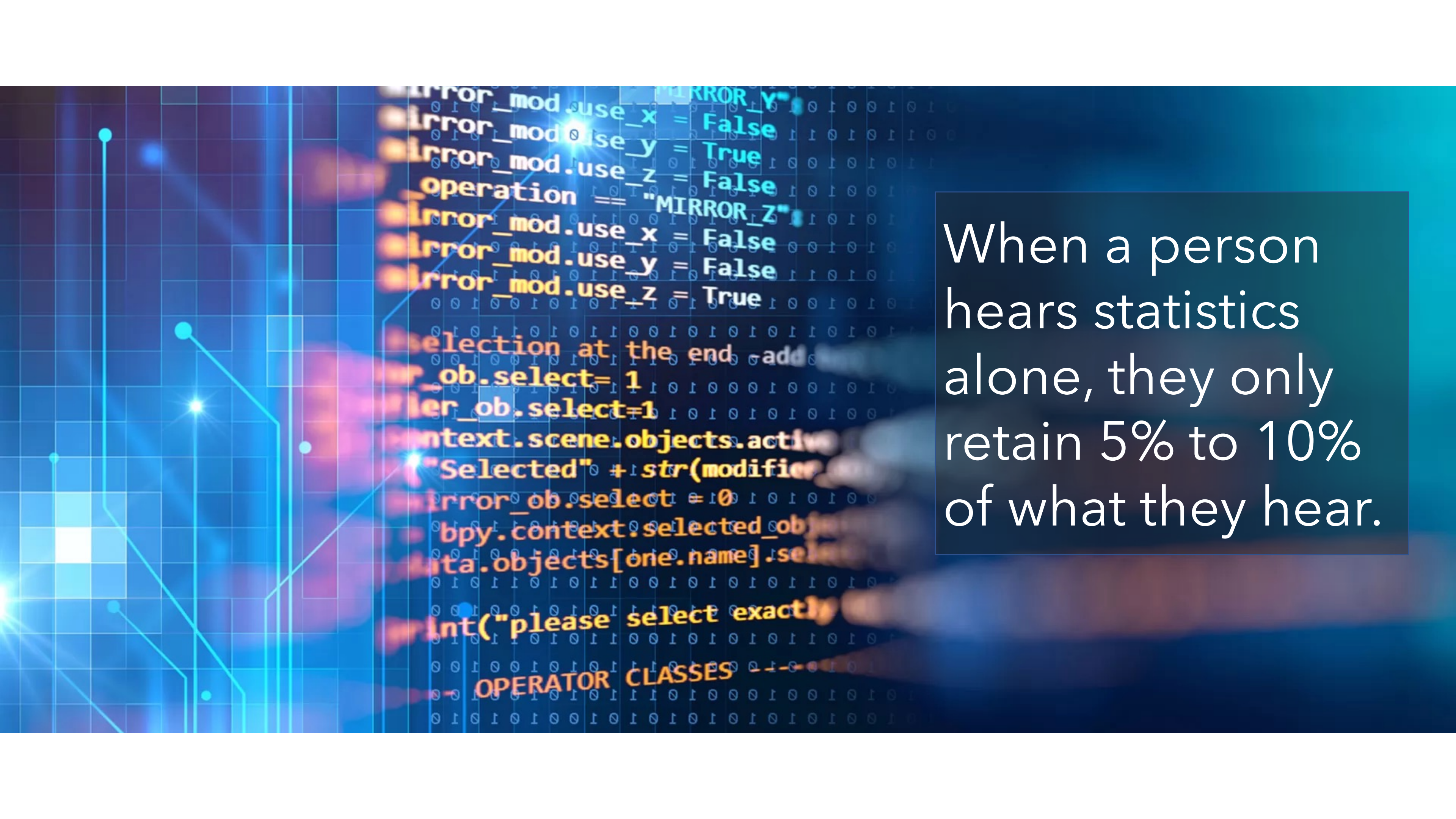


What was
Mammy's
final
craving?



If given statistics alone, what percentage of the information will a person retain?





When a person hears statistics alone, they only retain 5% to 10% of what they hear.



But
what if
we add
visuals?

When coupled with graphics, information retention jumps to 25%!



A photograph of an elderly couple smiling and holding hands at a night fair. The man is wearing a tan jacket over a purple shirt, and the woman is wearing a tan jacket over a red sweater. In the background, a Ferris wheel is illuminated with blue lights, and a pink hula hoop is visible. A semi-transparent grey box is overlaid on the right side of the image, containing the text "But if I tell you a story...".

But if I tell you a story...

You'll retain
75% of the
information
!



Speak of the devil...

What kind of beer did my
Uncle Donnie pass around?



Listening to stories allows the audience to “experience” an event and learn from it without having to go through it themselves.

**Stories are “coded”
information**

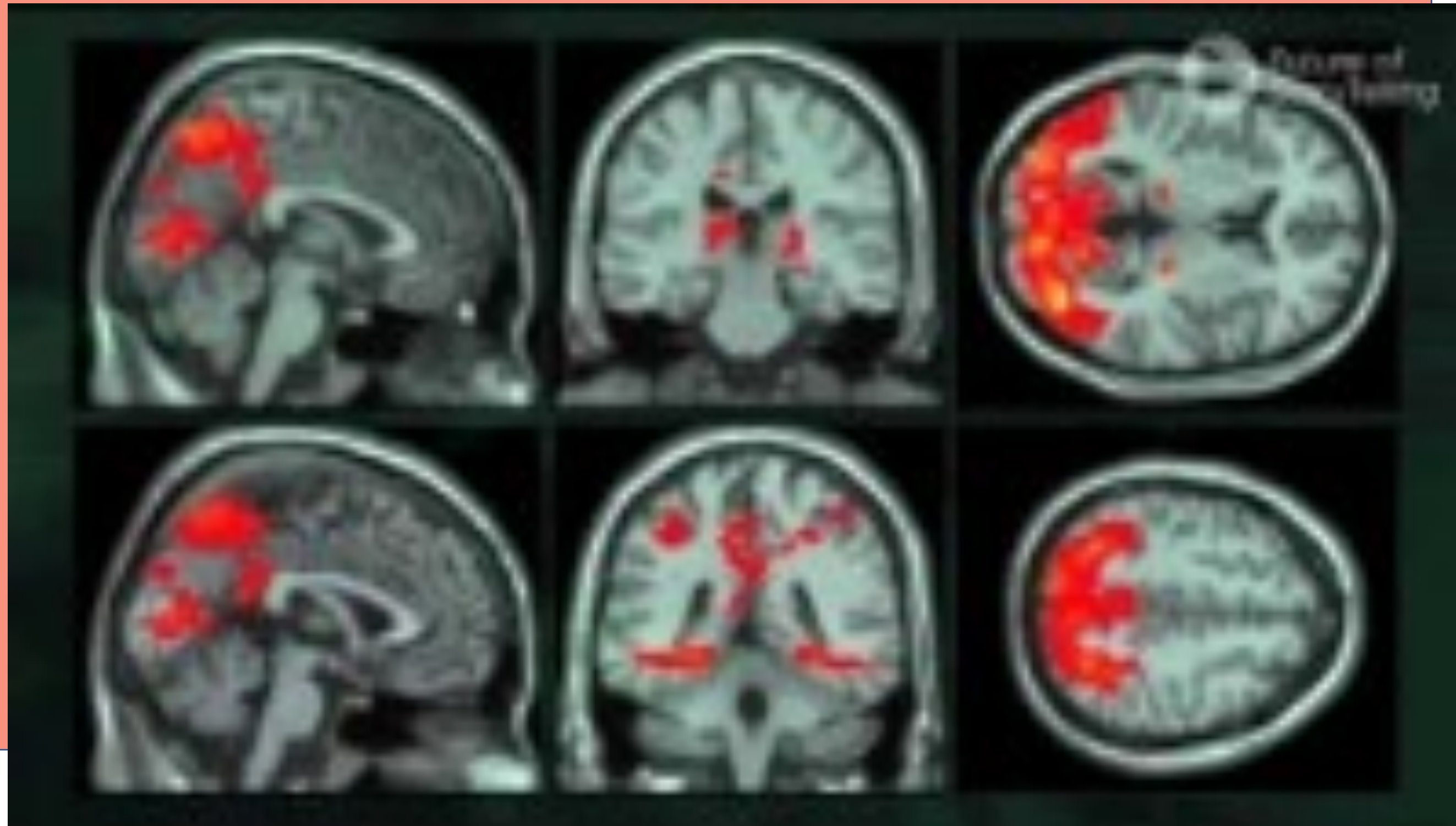


Storytelling builds empathy!



Information "informs," but decisions often come from an emotional place.



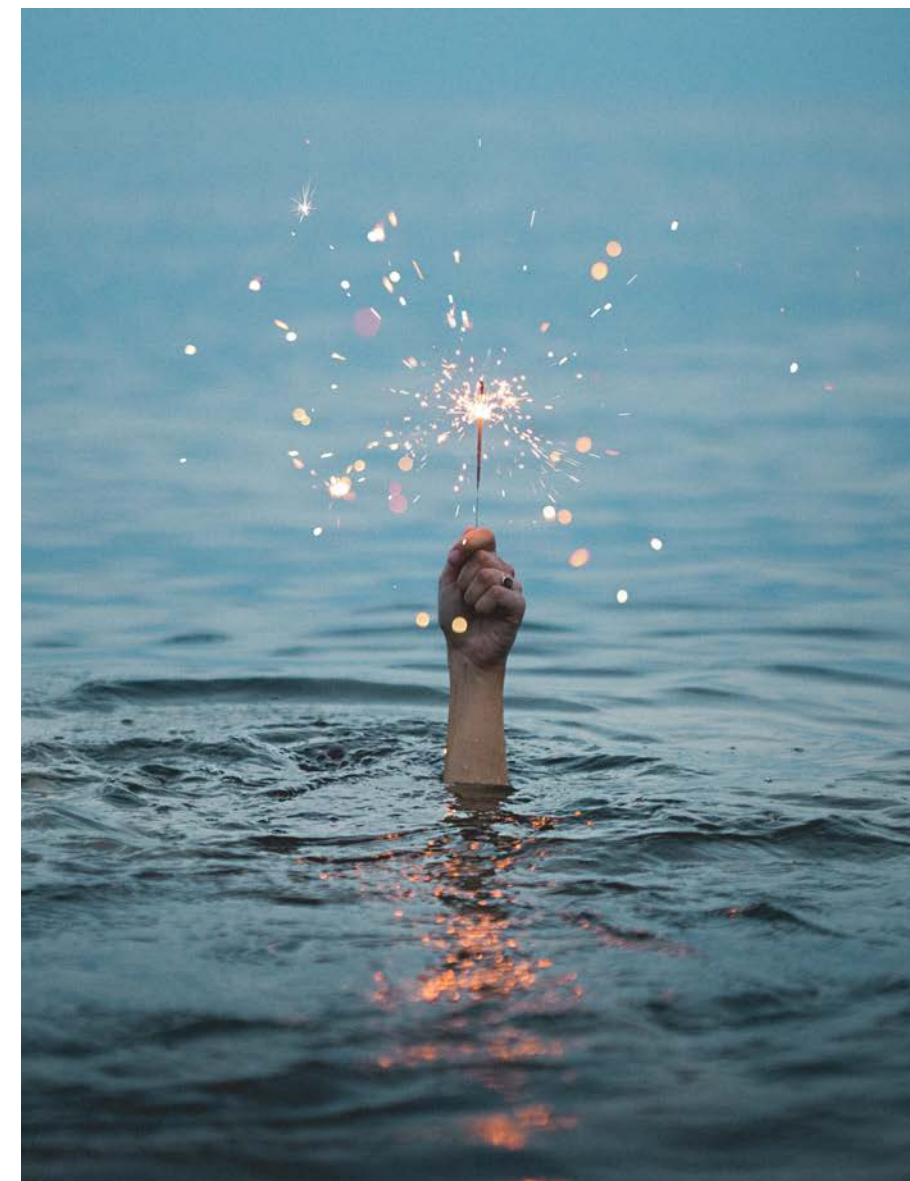
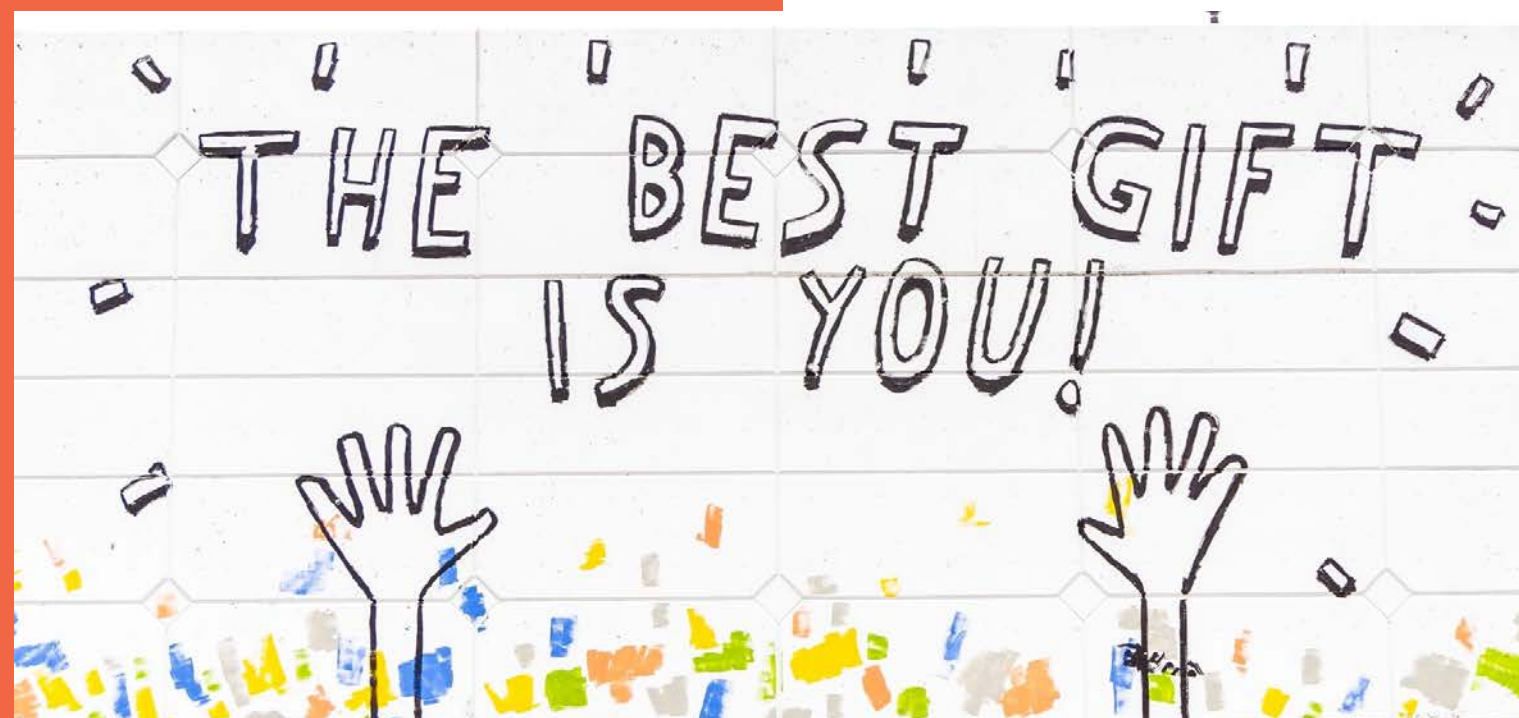


Empathy, Neurochemistry, and the Dramatic Arc

Quick Recap

- Cortisol + Oxytocin = Investment
- Distress + Empathy = \$\$\$\$
- Universal Story Structure

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Everyone in the family had a job to do at the house in my story. What was my job while at my mom's house?

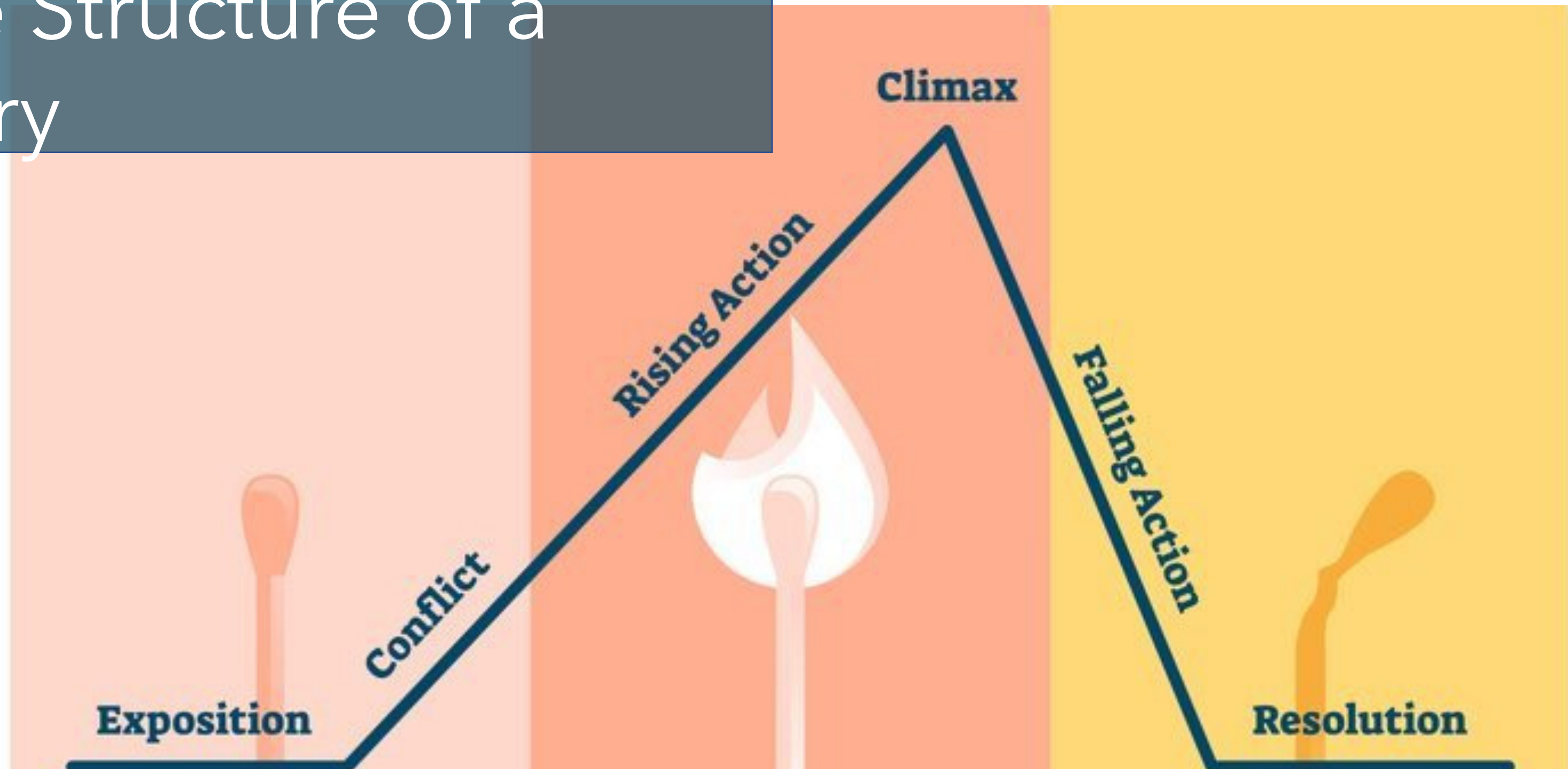
Check
in!



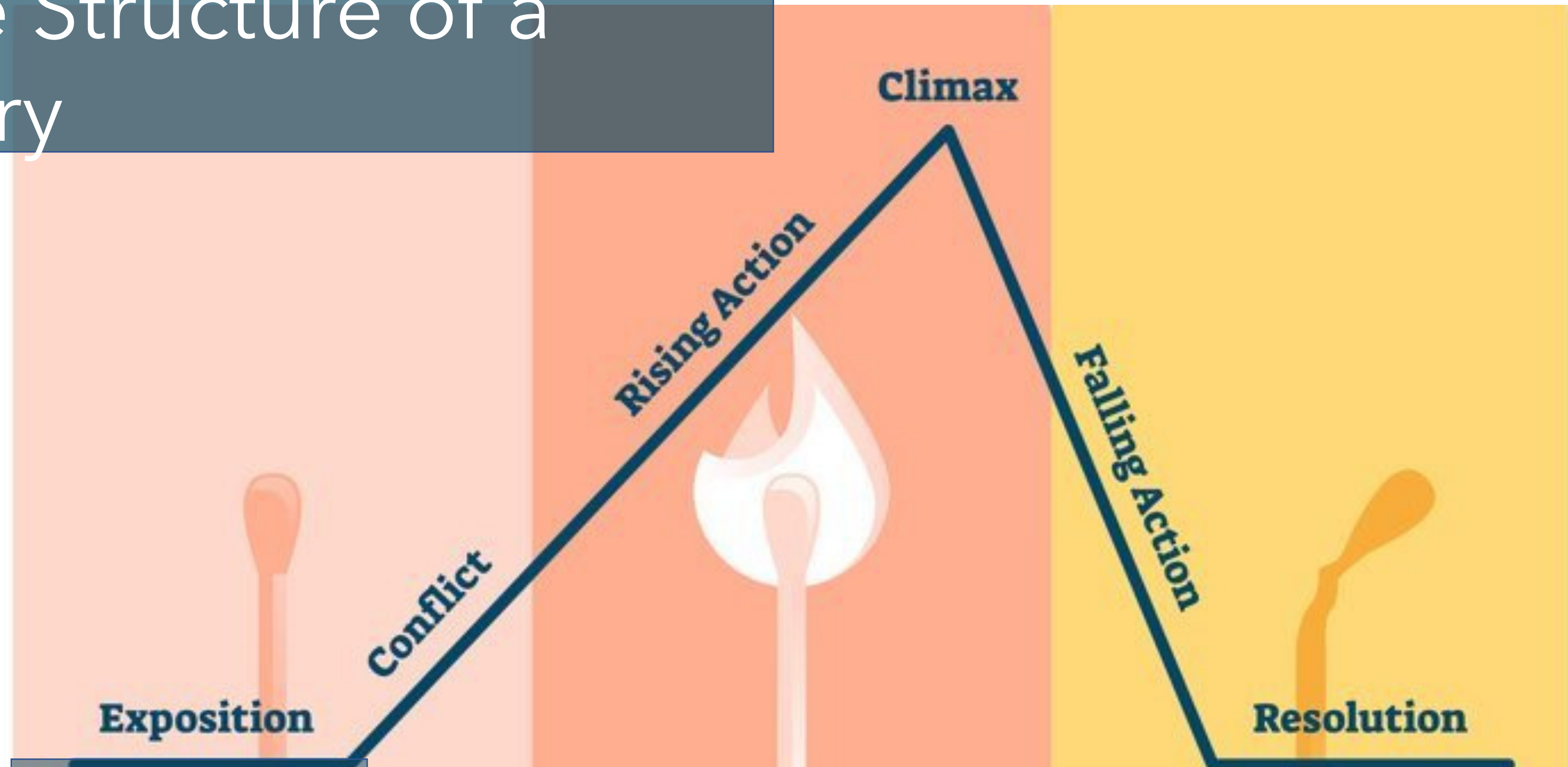
How Do We Tell Stories?



The Structure of a Story

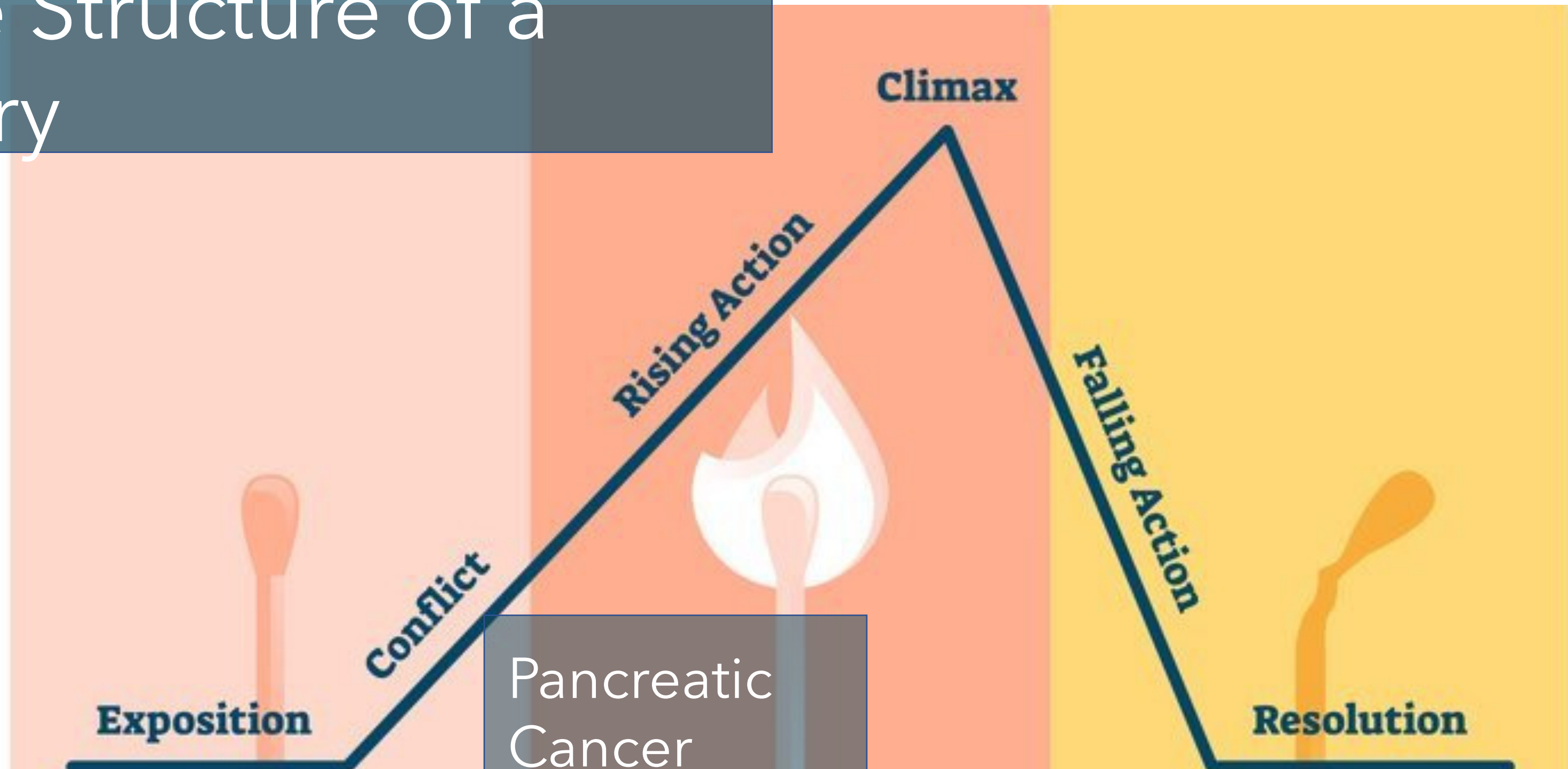


The Structure of a Story



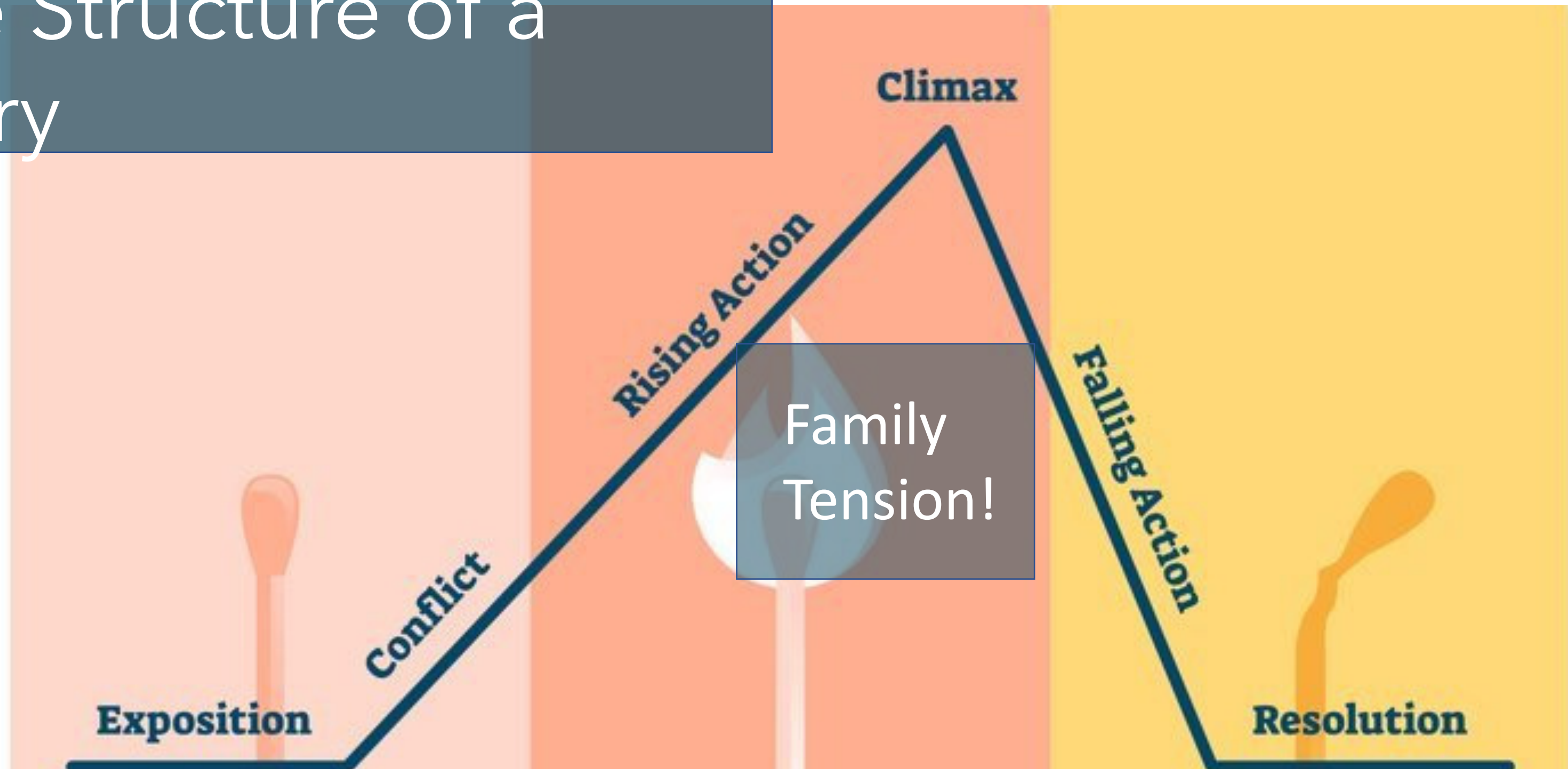
Introducing
Mammy

The Structure of a Story

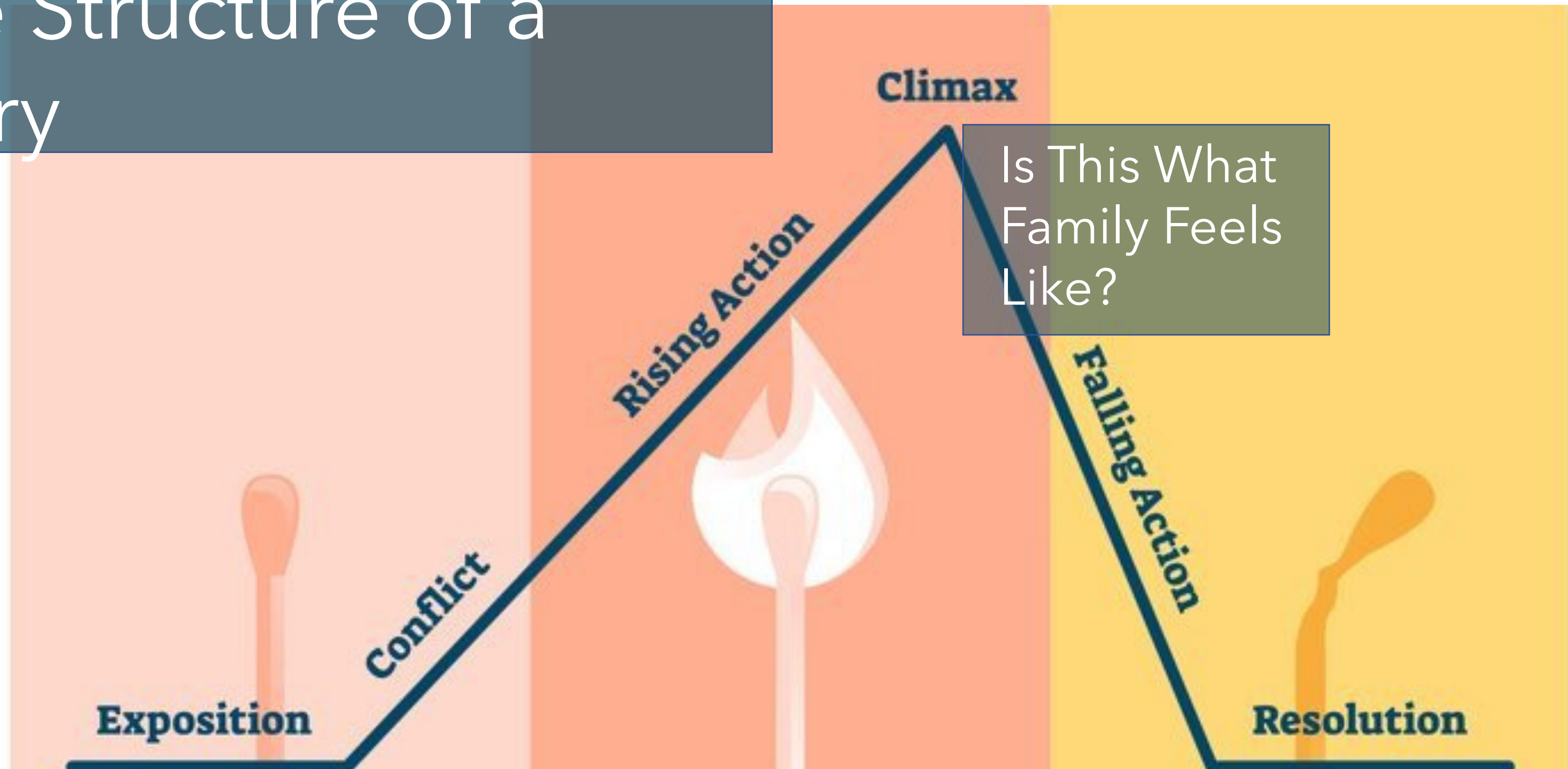


Pancreatic
Cancer

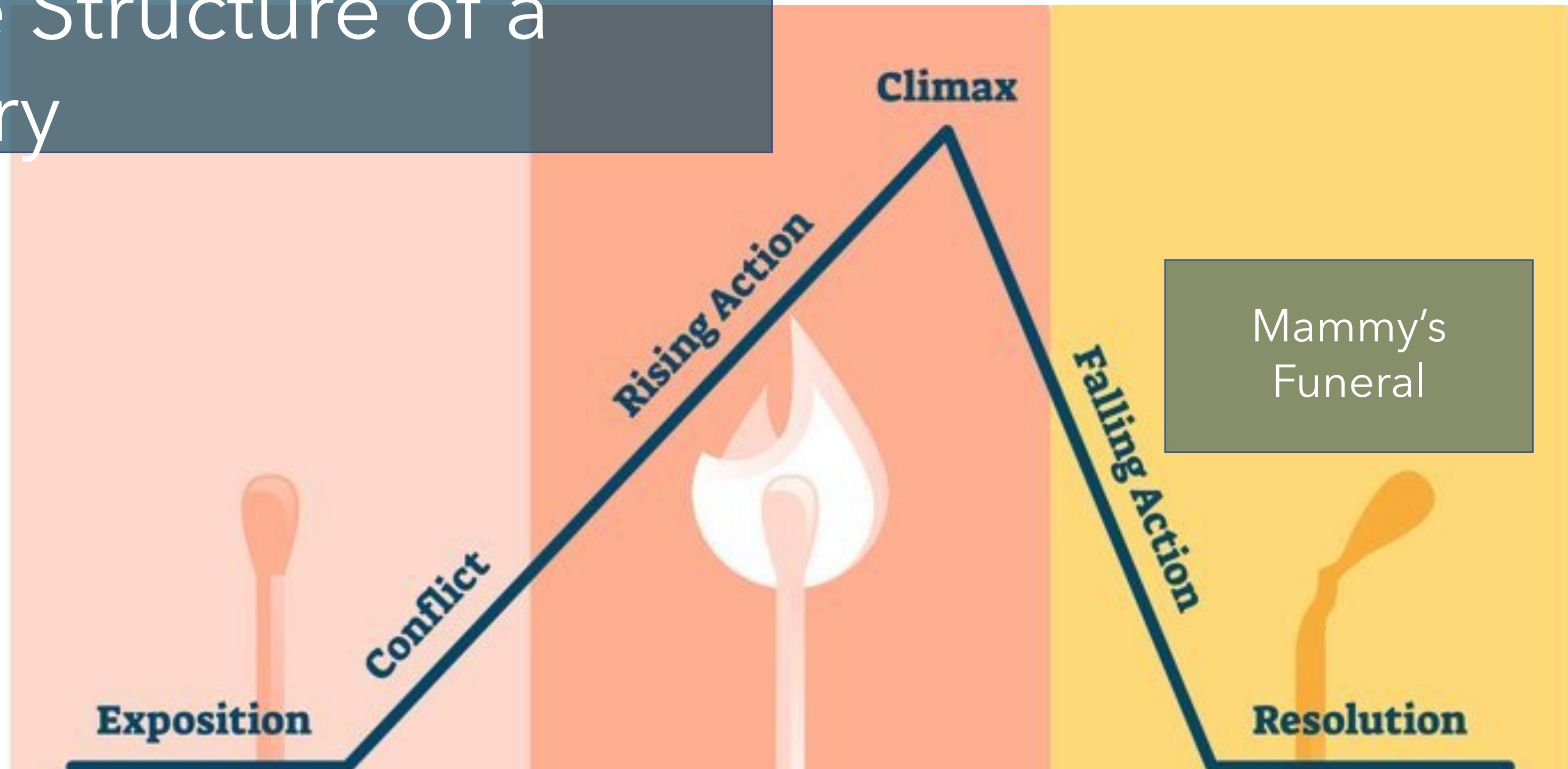
The Structure of a Story



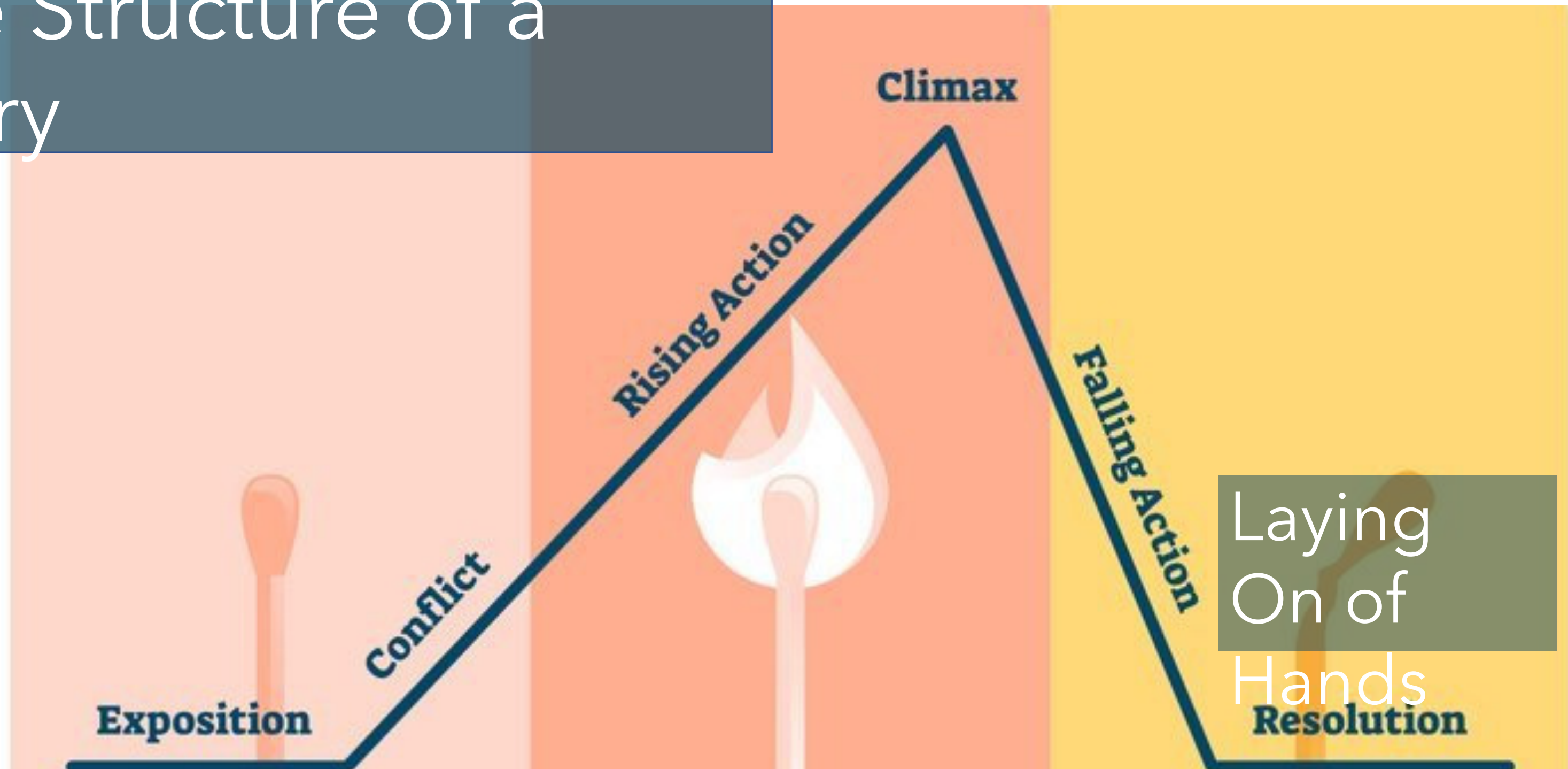
The Structure of a Story



The Structure of a Story



The Structure of a Story





Kiley

Mercy

Tricks and Tips with Kiley and Mercy

The Flavor! The Seasoning! The Flair!

Make it
personal!

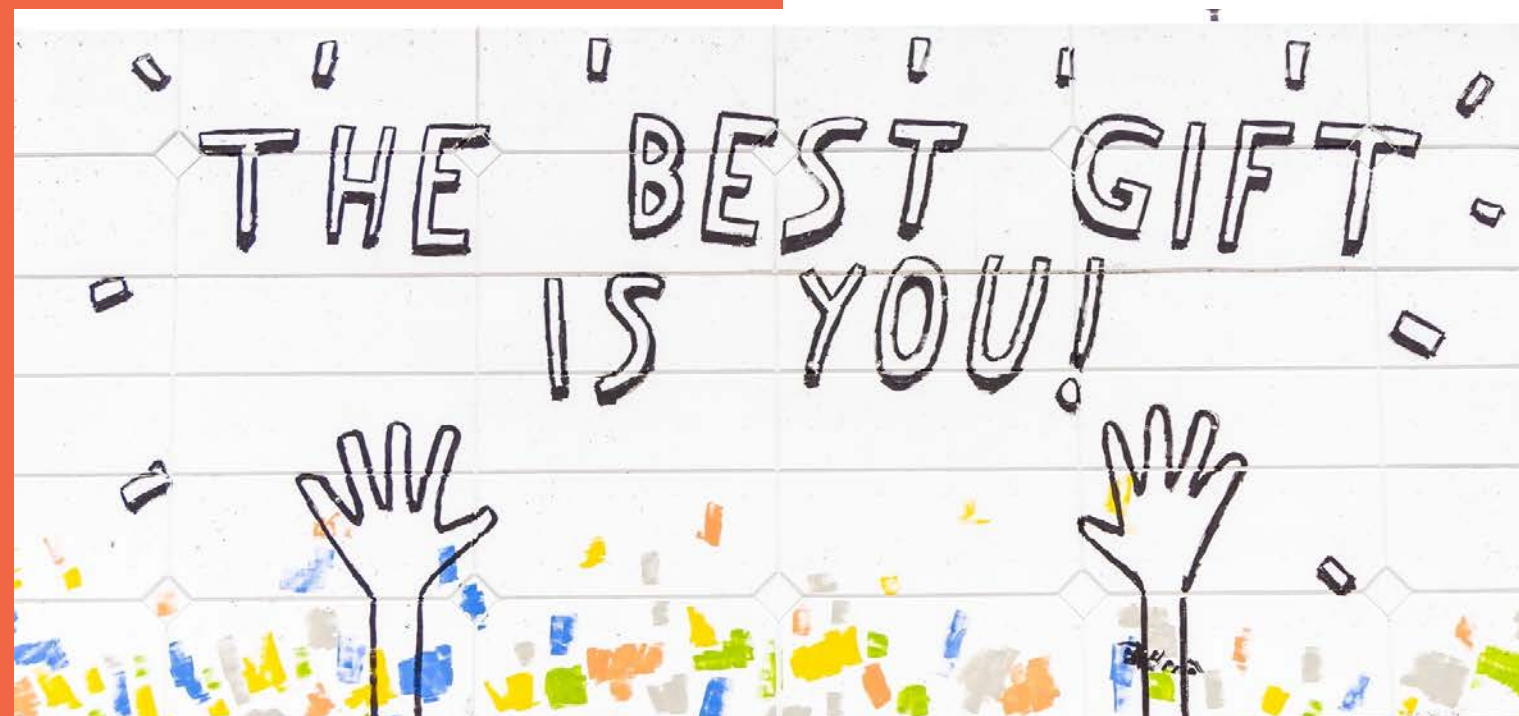


**The more specific
we are, the more
universal
something can
become. Life is in
the details. If you
generalize, it
doesn't resonate.
The specificity of it
is what resonates.**

**–Jacqueline
Woodson**

Allow the audience to get to know the main character of your story

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Make it
concrete

A man with a goatee and a grey shirt is smiling and holding a small black and tan Chihuahua dog. He is surrounded by a vibrant background of hot dogs and burgers. In the foreground, two large hot dogs are prominently displayed, topped with mustard and ketchup. A yellow sign with a black border and a dotted pattern around the edges is centered in the lower half of the image. The sign contains the text 'WELCOME TO FLAVORTOWN USA' in a stylized font.

W E L C O M E

TO

FLAVORTOWN

USA

Trim Your Story

Distill how the character “changes” into one sentence. EVERYTHING in your story should point to that sentence. And if it doesn’t, cut it!



FINAL QUESTIONS

1. What was on both my Mom's and Aunt Judy's dresses?
2. Where did they get their dresses?



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