

Ty Boyd Storytelling Workshop Notes

Remember: It's not about you!

Most important story? your client's

We must truly want them to succeed and show them we care through the way we connect with them: through our eyes, voice, and body.

When crafting their story the key questions to ask are:

Who is the main character?

What setting or context are they in?

What do they want or need?

What's keeping them from getting it?

The pursuit of the WITY helps uncover the want or need. It also helps reveal the stakes of the story.

To further understand the stakes ask:

What happens to the character if they don't get what they want or need?

Consequence

What happens if they do get what they want or need?

Reward

There is *a lot* of emotional resonance surrounding the answers to these questions.

Craft a one-sentence "trailer" to the film.

This can be used to:

- focus the content of your presentation
- guide operators who might be involved in the sales process
- craft a more compelling written proposal that stands out

Begin (or continue) the act of capturing the stories that happen during your days in a note or journal. Think of it as filling your story pantry!

Further resources:

"How to Tell a Story" and The Moth Radio Hour - very helpful written guide for finding, structuring, and honing your story and effective examples of well crafted and delivered stories.

<https://themoth.org/listen>

"Building a StoryBrand 2.0" - Donald Miller clearly lays out the story structure and is very clear on the importance of positioning yourself as the guide.

<https://storybrand.com/building-a-storybrand-book-new/>

"The Presentation Secrets of Steve Jobs" - a behind the scenes type look at some of what Steve Jobs would do to plan, craft, and deliver effective and engaging presentations.

<https://www.carminegallos.com/books/presentation-secrets-of-steve-jobs/>