Let me tell you a story...

The Power of Storytelling in Agile Coaching
MMAARRRRRRRRRRRRRKR! Thanks man 😊 It was great! A few little kinks along the way, but I met my team members and they seem like knowledgeable, fun to work w/ people. They also do the type of development process that I have been really interested in trying; it's called scrum. Basically you work in an area next to your whole team while you work on getting tasks done. You meet every day in the morning and discuss what you did the day before and what you plan on doing that day. It's pretty cool, and seems the most beneficial for a newbie like myself 😊
Personal Mission

I will do everything in my power to breakdown barriers to collaboration in order to build an environment that values agility, autonomy, and feedback.

Mark
Icebreaker: Details!

Details are everything to storytelling. Even the most basic activity can be made riveting with the right amount of detail applied...

Partner with someone and take turns describing a basic activity:
• Storyteller 1...describe the process of putting on your shoes
• Storyteller 2...describe the process of putting on your coat

Timing: 2 minutes per storyteller

Rules
- Storytellers must use the Full 2 Minutes
- Listeners must close their eyes
So why are we here?

To add *Storytelling* to our Agile Coaching Toolbox
You’re a Storytelling Superhero!
We just need to **sharpen** your skills
How are we going to do it?

Learn

Do
story

noun, plural stories

1. an account of events that are causally connected in some way

Stephen Denning, The Leader’s Guide to Storytelling
A good storyteller can **suspend our disbelief**
Modern Human 😊
The Storytelling Cocktail
Agile 101
Exercise: Find Your Story

All stories have an origin, and that origin usually comes from an experience.

Part 1: Answer TWO of the following questions:

“I can’t believe I once…”  “During the Agile 2018 conference I…”
“…changed my perspective on Agile.”  “I was working with a team and…”

Part 2: Find a partner and share your answers

Timing: 3 minutes to answer questions, 3 minutes to share
“It’s useless to attempt to reason a man out of what he was never reasoned into.”

- Jonathan Swift (Author) -
Disney’s Story Characteristics

• Create a character that is unique but loved
• Allow the audience to become part of something more
• Play with the unknown
Story Characteristics

• Includes an underdog or hero we root for
• Includes a villain we root against
• Includes a conflict that stimulates growth
• Creates a vision of a brighter tomorrow
• Relatable to the audience
• Focuses on a shared desire
• Audience sees themselves in the characters
Storytelling Framework

Journey

Universal Truth

Personal Story | Fable/Folk Story

Inspire Change | Brand Awareness | Share Knowledge | Future Telling

Character

The Details

Challenge

Learning

Resolution
The Structure

Aristotle
Beginning → Middle → End

Gustav Freytag (Dramatic Arc)
Exposition → Rising Action → Climax → Falling Action → Dénouement
The Structure

Character
Who the story is about
The character must be faced with doing something beyond the status quo.
The character will endure one or more situations in which they will face this challenge.
The Structure

Learning

While facing the challenge, the character will change in some way
The Structure

Resolution
The characters baseline is reset and life is different
The Universal Truth

The underlying message being conveyed
The Universal Truth

Universal Truth
The Universal Truth

Identifying Your Universal Truth

• What do you want your audience to know...feel...do?

Tips and Tricks

• Hide your message in your story
• Don’t tell people the moral of the story
• Don’t get caught up in making sure we see your point
**The Story**

### Personal Stories

Stories we’ve experienced either directly or indirectly.

### Fables / Folk Tales

Stories that have been passed down, or metaphors/analogies.
The Story

Identifying Your Story
• Think about a time when....<fill in the blank 😊>

Tips and Tricks
• Simple stories beat complicated one every time
• Never make up a story and call it real...people can tell!
• Make sure your story has enough Structure
• Make sure the story works with your Universal Truth
• Don’t make the story about the audience
### The Approach

<table>
<thead>
<tr>
<th>Inspire Change</th>
<th>Brand Awareness</th>
<th>Share Knowledge</th>
<th>Future Telling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relatable</td>
<td>Introduction</td>
<td>Facts</td>
<td>Vision</td>
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<tr>
<td>Authentic</td>
<td>Credibility</td>
<td>Complexity</td>
<td>Progression</td>
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<td>Positive</td>
<td>Authentic</td>
<td>Positive</td>
<td>Causation</td>
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<tr>
<td>Change</td>
<td>Awareness</td>
<td>Negative</td>
<td>Trust</td>
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</tbody>
</table>

- **Inspire Change**: Relatable, Authentic, Positive, Change
- **Brand Awareness**: Introduction, Credibility, Authentic, Awareness
- **Share Knowledge**: Facts, Complexity, Positive, Negative
- **Future Telling**: Vision, Progression, Causation, Trust
The Approach

Identifying Your Approach

• Look back at your Universal Truth…what are you trying to communicate?

Your Approach Determines Your Ending

• Inspire Change: End with a call to action for your audience
• Brand Awareness: End where you started with a reminder of the brand
• Share Knowledge: End with a question on the topic to let your audience reflect
• Future Telling: End describing the how you will take the first step
Identifying Your Details

• Close your eyes and picture the scene...what do you see?

Tips and Tricks

• Add / Remove details to help focus the story on the message
• Use your senses and describe an environment the audience can relate to
• Use Emotionally infused words!
Storytelling Framework

Journey

Universal Truth

Personal Story | Fable/Folk Story

Inspire | Brand | Share | Future
Change | Awareness | Knowledge | Telling

Resolution

Character

Challenge

The Details
Exercise: Build Your Story

Time to apply everything we’ve learned and build a story!

Part 1: Use the Storytelling Framework to build an outline for one of the stories you identified in the earlier exercise.

Part 2: Pair up and share your story outlines!
- **Storyteller:** Pitch your story to your Listener
- **Listener:** Grow your storyteller with detailed feedback

Timing: 7 minutes for outline, 4 minutes per storyteller
The Good Storyteller

“The person who can keep us on the edge of our seat while talking about a turkey sandwich is a truly gifted storyteller.”

- Margot Leitman (Storyteller) -
Storyteller Tips

• Make the audience your biggest fan
• Don’t make the audience your enemy
• Don’t make yourself out to be a superhero
• Use body language and your voice…it’s a performance!
• Don’t draw too much attention away from the story
• Passion and emotion are your friend
• Don’t memorize your story
• Practice, practice, practice
Storyteller Tips Cont.

• Slow down!
• People need to trust you, so tell a personal story
• Use the power of “so” to start of a story
• Sometimes stories don’t stick, and that’s OK
• Use stories for good, not evil
• Be vulnerable
GOT ETHICS?
Be Vulnerable
Finish Your Story
Share the Framework
The purpose of a [story] is not to tell you how to think, but to give you questions to think upon.

- Brandon Sanderson -
Good Storytelling Reads!

- Long Story Short by Margot Leitman
- The Art of Storytelling by John Walsh
- Daniel H. Pink: To Sell Is Human by Daniel H. Pink
- The Leader's Guide to Storytelling by Stephen Denning
- The Storytelling Animal by Jonathan Gottschall
Articles on Storytelling

- https://ed.ted.com/on/5qau2M5z
- https://www.forbes.com/sites/carminegallo/2015/10/08/steve-jobs-the-worlds-greatest-business-storyteller/#42a8adbe13f0
- https://www.forbes.com/sites/georgebradt/2012/03/14/how-leaders-can-inspire-action-through-compelling-storytelling/#471b89b04683
- https://www.youtube.com/watch?v=DHeqQAKHh3M#action=share
- https://www.forbes.com/sites/giovannirodriguez/2017/07/21/this-is-your-brain-on-storytelling-the-chemistry-of-modern-communication/#30184271c865
- https://www.onespot.com/blog/infographic-the-science-of-storytelling/